

ARCHIE
SERIES

Archie's Pal



12¢

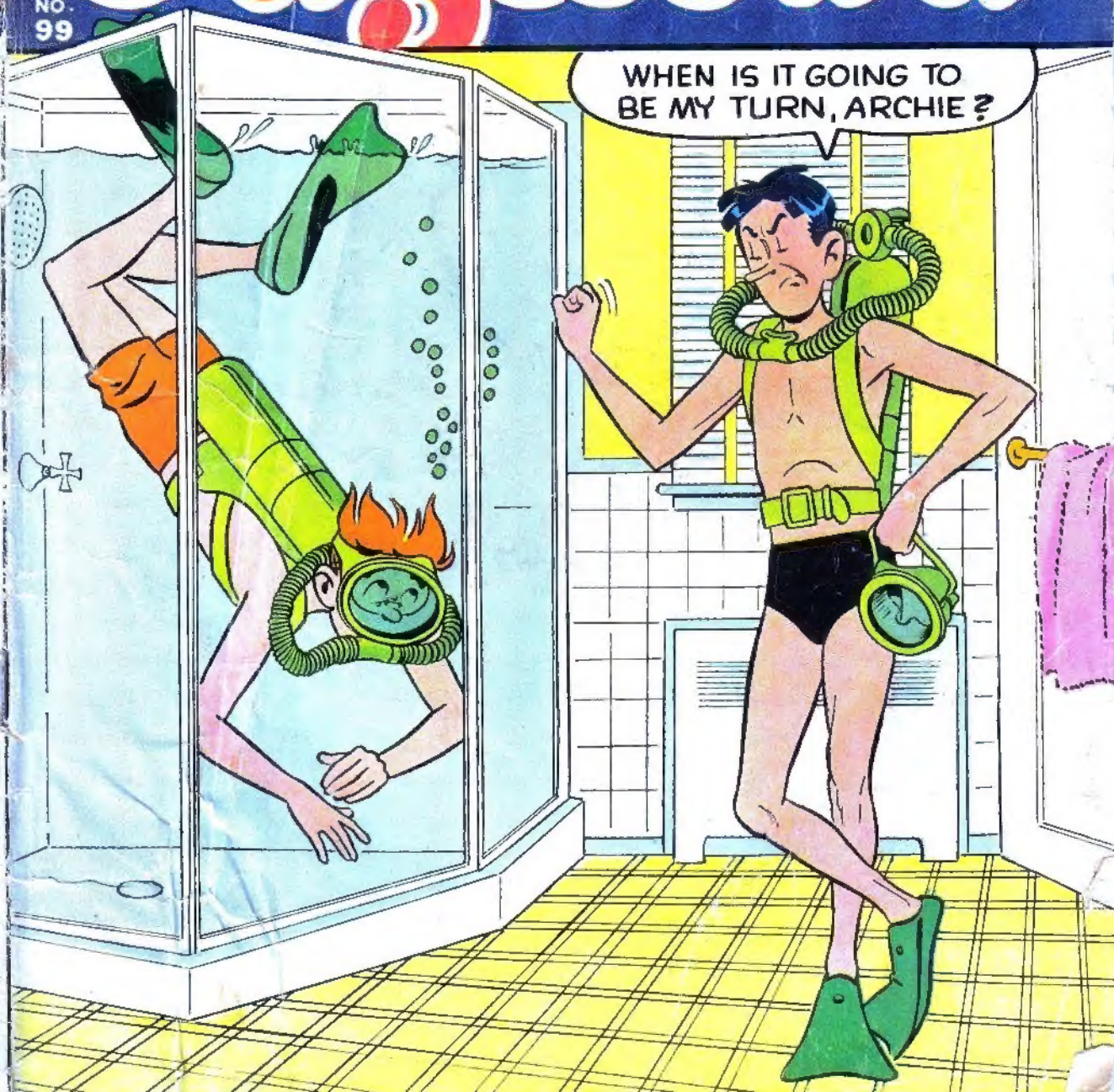
PDC

AUG.

NO.
99

Jughead

WHEN IS IT GOING TO
BE MY TURN, ARCHIE?



Male or Female MINIATURE DOG at NO COST!



Will You Give Me A Home?

SUPPLY LIMITED

This is our way of getting acquainted. This cute, loveable, young Miniature Dog needs a home. It is so tiny you can carry it in a pocket or hold it in one hand, yet is so intelligent it is almost human. A reliable watch dog as well as a loyal and affectionate pet. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my own tiny pet so much that I'm sure you'll love one too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Miniature Dog. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival and I'll send you the "Movietone" frame at no extra cost. Your original returned. Also include the color of hair and eyes with each picture, so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Limit of 2 to any one adult. Mrs. Ruth Long, Gift Mgr.

I would like to receive the Miniature Dog. Please send me premium letter and 20 coupons to hand out free. Enclosed find snapshots or negatives for enlarging. (Limit of 2).

Color of Hair..... Color of Eyes.....

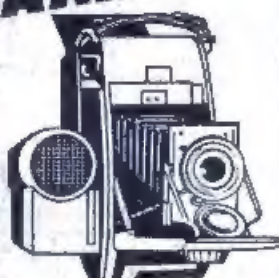
Name.....

Address.....

City..... State.....

DEAN STUDIOS (25th Year), Dept. X-631, 913 Walnut St., Des Moines 2, Iowa

Amazing, NEW, 10 Second POLAROID CAMERA at NO COST!



To get acquainted, I'll send you this amazing Polaroid Camera that you've seen advertised everywhere. In 10 seconds, have beautiful pictures of your loved ones, friends, scenery, etc. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. You'll love your new easy-to-operate Polaroid, and the pictures it takes, as I do mine. Please send me your favorite snapshot, photo or Kodak picture when writing for your Polaroid Camera. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement hand-colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Polaroid Cameras is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-632 • 913 Walnut Street • Des Moines 2, Iowa

NEW, Tiny, Powerful BULOVA RADIO at NO COST!



To get acquainted, I'll send you this superbly built Bulova super-powered 7-transistor "skin line" portable radio. Guaranteed one full year. Features precision tuning and jewelry styling. Simply hand out or mail only twenty get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I get so much enjoyment from my beautiful Bulova transistor radio that I'm sure you would love one for your home, too. Please send me your favorite snapshot, photo or Kodak picture when writing for your Bulova radio. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement hand-colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. Send today for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Bulova radios is limited. Mrs. Ruth Long, Gift Manager.

DEAN STUDIOS

Dept. X-633 • 913 Walnut Street • Des Moines 2, Iowa



SUPPLY LIMITED

PLEASE GIVE ME A HOME at NO COST!

Your NEW Real, Live MINIATURE MONKEY

This cute, little, Miniature Monkey needs a home. It is so small you can carry it in your pocket or hold it in one hand. To get acquainted, I'll send you this live, loveable Miniature Monkey. Simply hand out or mail only 20 get-acquainted coupons FREE to friends or relatives and help us get that many new customers as per our premium letter. I enjoy my tiny pet so much that I'm sure you'll love one, too. Please send me your favorite snapshot, photo or negative when writing for your Miniature Monkey. We will make you a beautiful 5 x 7 inch enlargement in a "Movietone" frame and you can tell friends about our hand colored enlargements when handing out the coupons. Send today and pay postman only forty-nine cents and a few cents for our c.o.d. service plus postage on arrival. Your original returned. Also include the color of hair and eyes with each picture so I can give you our bargain offer on a second enlargement artfully hand colored in oils for greater beauty, sparkle and life. Limit of 2 to any one adult. SEND TODAY for your 20 FREE coupons to hand out and please include your name, address and favorite snapshot. Our supply of Miniature Monkeys is limited. Mrs. Ruth Long, Gift Manager.

I would like to receive the Miniature Monkey. Please send me premium letter and 20 coupons to hand out free. Enclosed find snapshots or negatives for enlarging. (Limit of 2).

Color of Hair..... Color of Eyes.....

Name.....

Address.....

City..... State.....

DEAN STUDIOS

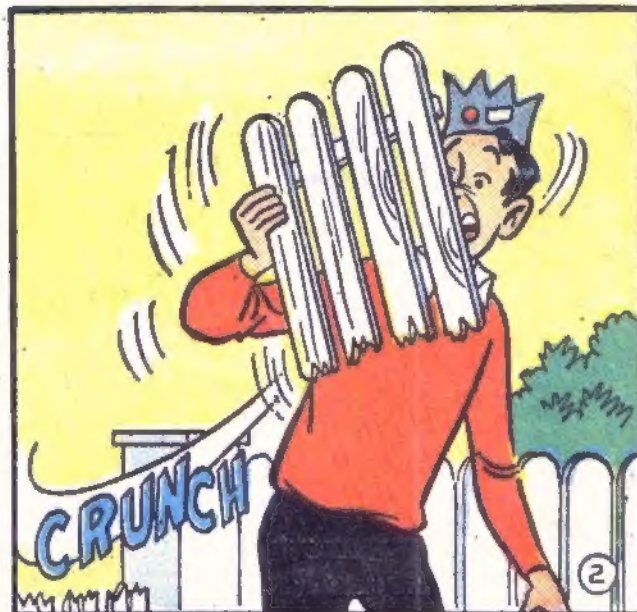
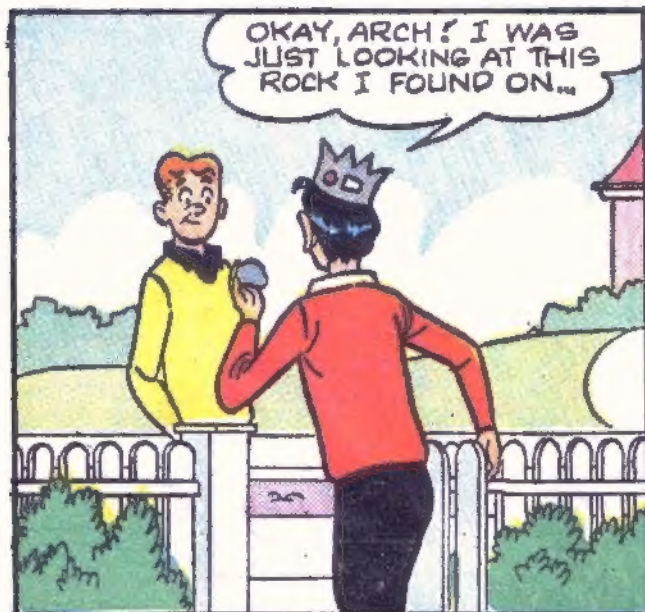
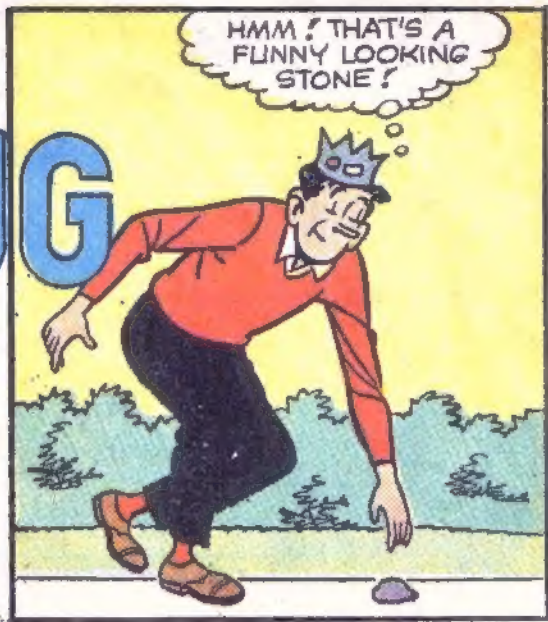
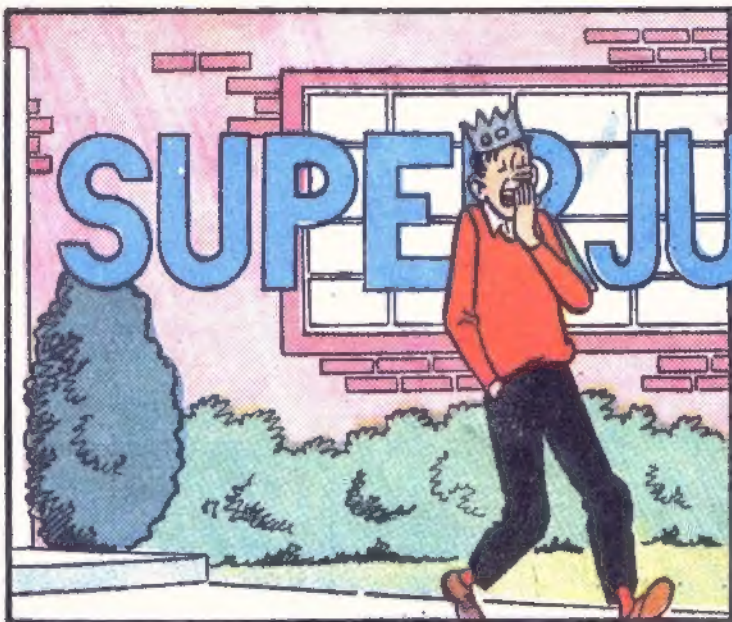
Dept. X-634, 913 WALNUT STREET
DES MOINES 2, IOWA

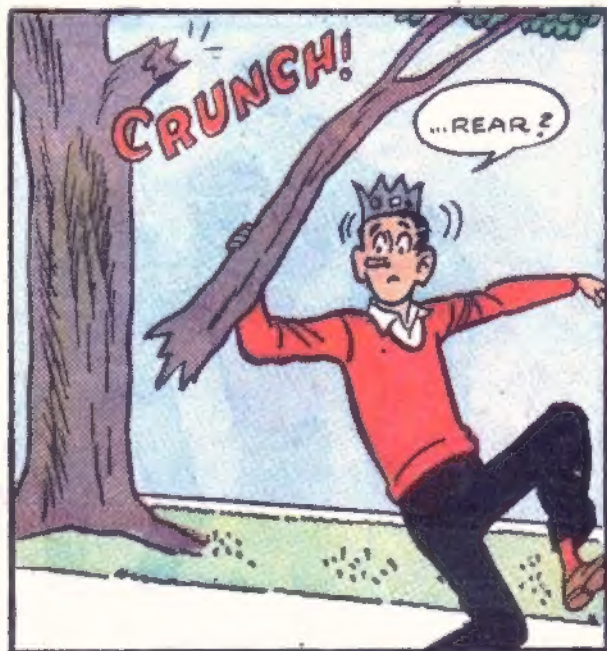
Jughead

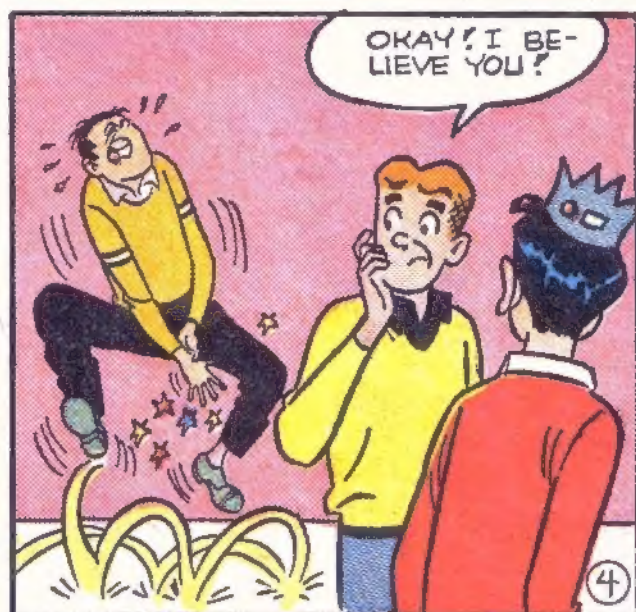
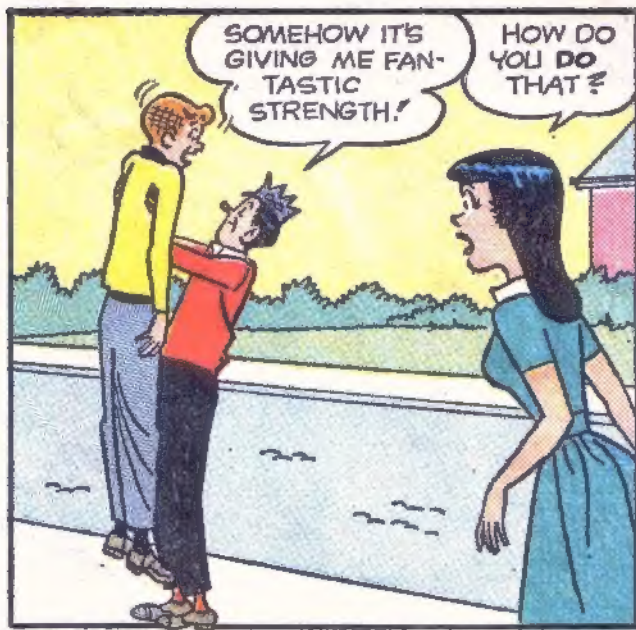
... IT FELL WITH THE RAIN
ON ONE OF THOSE STORMY,
EARLY SUMMER NIGHTS...
GLANCING ONCE OFF THE
ROOF OF THE JONES' HOUSE
AND COMING TO REST ON
THE FRONT WALK.

IT GLOWED BRIGHTLY ON THE WET
PAVEMENT FOR A MOMENT AND THEN
DIED OUT TO BLEND WITH THE OTHER
ROCKS IN THE GARDEN.

A BIT, A PIECE, A FRAGMENT
FROM OUTER SPACE... THROB-
BING WITH UNLEASHED EN-
ERGY... WAITING... WAITING...





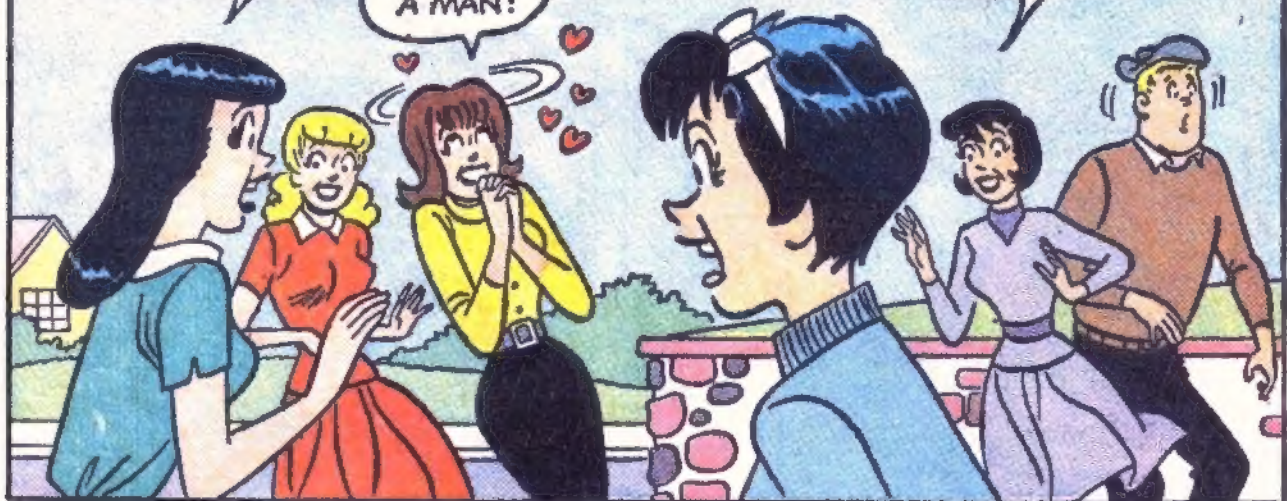


IT'S TRUE! HE'S
AS STRONG AS
DANNY BARON!

WHAT
A MAN!

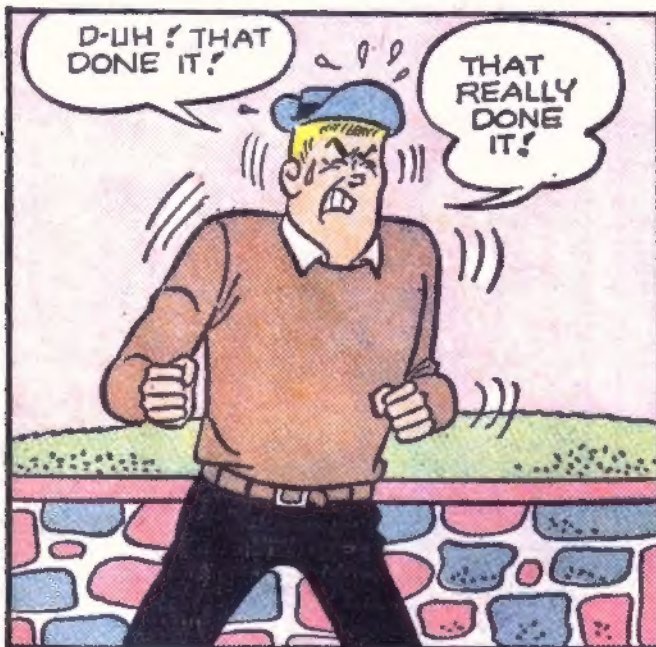
MUSCLES
OF IRON!

HE'S EVEN STRONGER
THAN MY BOY FRIEND,
BIG MOOSE!



D-UH! THAT
DONE IT!

THAT
REALLY
DONE
IT!



I'LL PULVERIZE THAT
JUGHEAD OR MY NAME
AIN'T BIG MOOSE!



THIS
IS
IT!

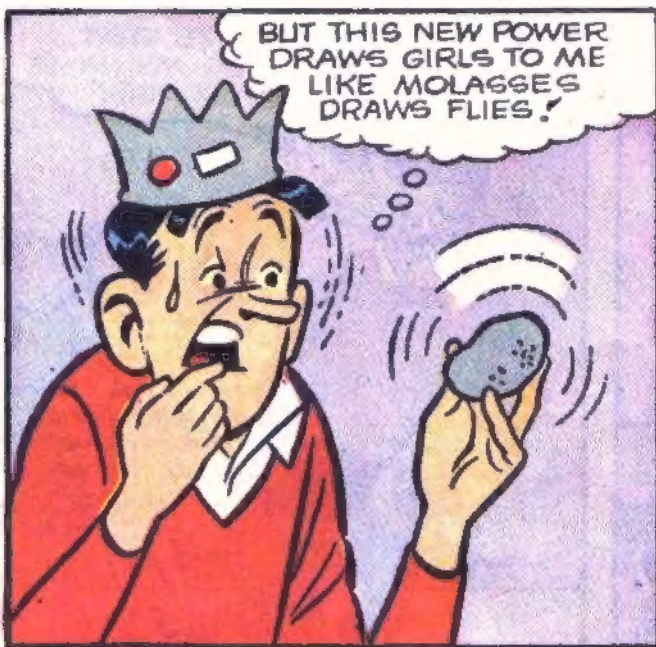
OOH! I
CAN'T
LOOK!

LOOK!
JUGGIE
ISN'T
RUNNING!



NOW LET'S
TALK THIS
OVER CALMLY,
MOOSE!





SPORTS PACERS

Y — 5 Speed

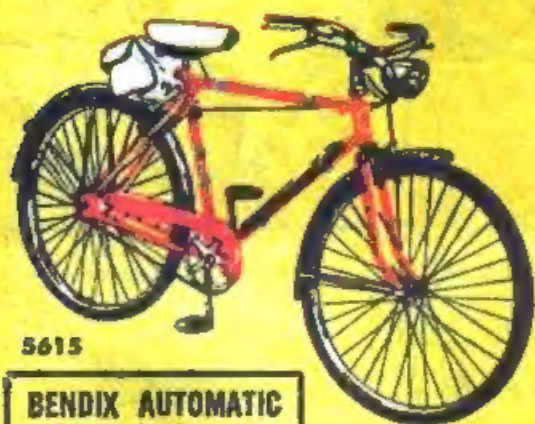
X — 10 Speed



Since
1877 . . .
America's
FIRST
Bicycle



**Boys' and Girls'
SPORTS SUPER III**



BENDIX AUTOMATIC
2-speed also on
Middloweight models

**Exciting New
RACER X 10 Speed**



MULTI-SPEEDS?

Columbia

HAS 'EM

1-2-3-5 and 10 Speeds

Thirteen dazzling, racy Lightweights with all the most-wanted speed-shifts and features. Built the Columbia way for easy pedaling and trouble-free enjoyment. Boys' and Girls' models in 26" and 24" wheel sizes.

**BIG
FREE
COLOR
FOLDER**

COLUMBIA BICYCLES, Westfield, Mass. Dept. ASP63

Please rush color folder to:

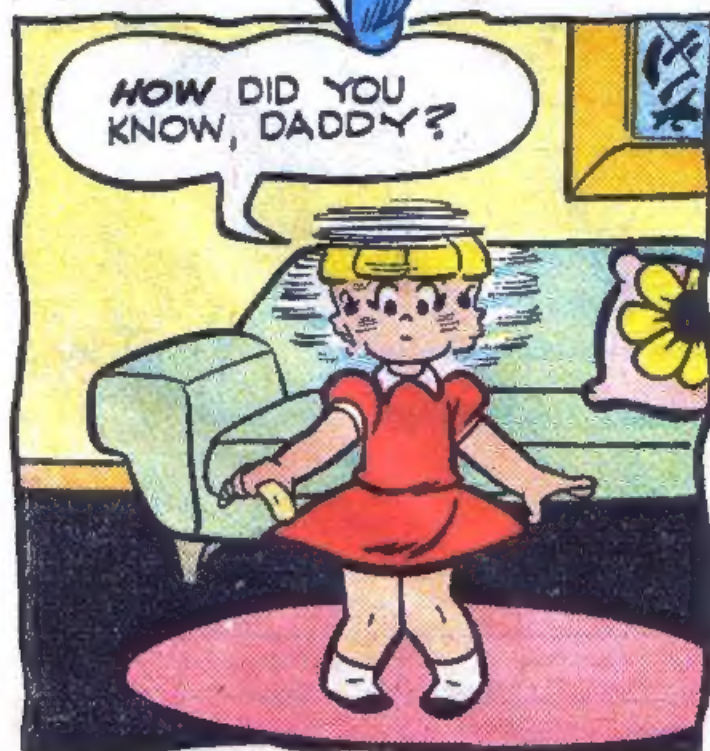
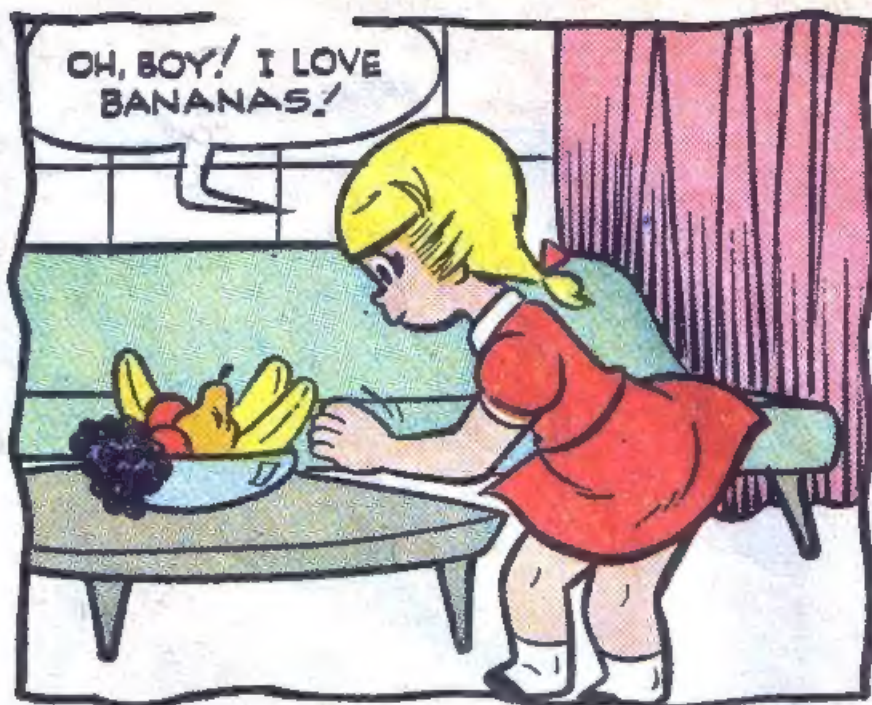
Name

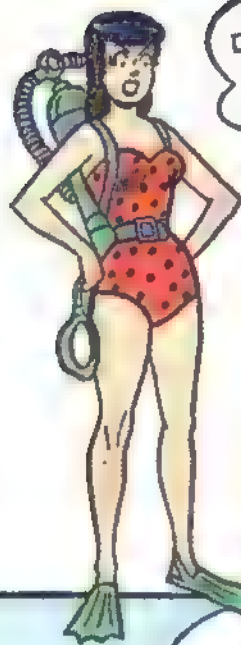
Street Address

City **State**

LIL JINX

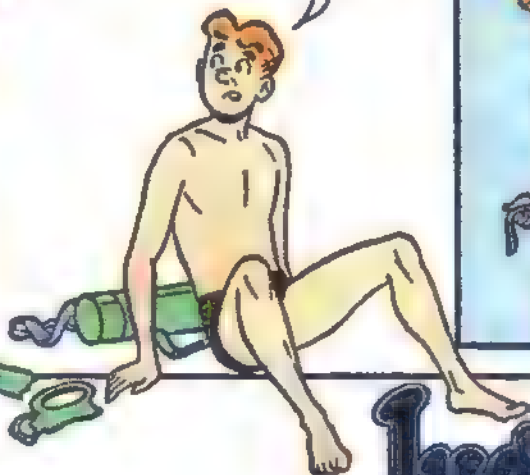
NOT SEEN,
BUT HURT





ARCHIE ANDREWS!
DID YOU COME HERE
FOR SKIN DIVING
OR LOAFING?

OKAY!
OKAY!



SEE! YOU MAKE
IT SOUND LIKE I'M
THE LAZIEST GUY
IN THE WORLD!

IF YOU'RE NOT,
THEN WHO IS?

Jughead

"LAZY LADDIE"



MEET THE
CHAMP!

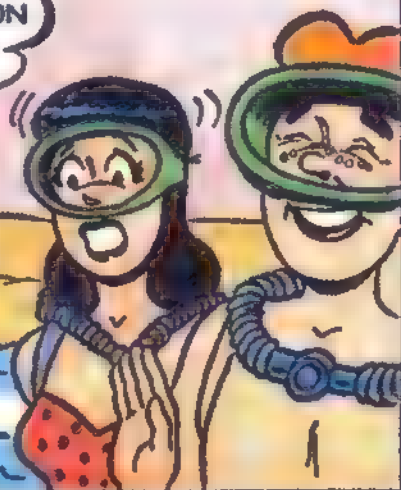


JUGHEAD, AREN'T
YOU GOING SKIN
DIVING WITH US?

I'LL BE
IN
SHORTLY!



JUST AS SOON
AS THE TIDE
COMES IN!



132 2 Complete Modern
Navies in Gray and Green
PIECES **SCALED IN 3-D**
ALL PLASTIC - UP TO 5" LONG
Numerically classified below

NUCLEAR NAVAL BATTLE GAME!!

An action packed thrill a minute game.
Each Commander maneuvers every ship with
authentic tactics and controls sonar, mine lay-
ing, torpedo runs, plane launchings and ship
to ship combat

A COMPLETE
GAME \$1.50

132 PIECE NAVIES
GIANT BATTLE AREA
2 GYRO INDICATORS
SIMPLE DIRECTIONS

A COMPARISON CHART of the
two most powerful Navies in the
World - United States and Russia

CONVOY TERROR



FLEET

2 AIRCRAFT CARRIERS* 4 DESTROYERS
12 HEAVY CRUISERS** 8 DESTROYERS*
2 HEAVY BATTLESHIPS 2 LIGHT CRUISERS*
2 DESTROYER PRIGATES**
4 DESTROYER LEADERS*
4 DESTROYER ESCORTS

AUXILIARIES

20 PLANES 8 MINES 10 P.T. BOATS
2 MINE SWEEPERS 8 MINE LAYERS
20 CARGO SHIPS 12 SUBMARINES**

* Missiles ** Nuclear
(For toys only see coupon)

FIVE STAR TOYS SORRY NO C.O.D.'s

Rego Park 74, N.Y., Dept. 100-JJ

Please send me the item(s) I have checked.
I have enclosed the correct amount.

- ☐ 132 TOYS ONLY @ \$1.15
☐ COMPLETE GAME @ \$1.50
☐ Special! Complete game and 132 extra toys
(total of 264 toys) @ 2.30 ppd

Satisfaction guaranteed or return for full refund
within 10 days.

NAME _____

ADDRESS _____

CITY _____ STATE _____

GAME: Canada \$2.00, Eng. 1.30, Aust. 1.60/-
Cash or International Postal M.O.

**New
Improved**

3 GIANT BATTLEFIELDS a total size of 3 square feet.
(Size is shown in the Pacific Ocean beautifully colored)

88 PIECE TASK FORCE IN BODY & DREAM
4 AIRCRAFT CARRIERS 24 PLANES
4 C. RYERS 8 LANDING BARBERS
4 B.C. TANKS 4 HEADQUARTERS
16 TANKS WITH MOVABLE TURRETS
24 P.L. D.S.

Planes, submarines, 3-D movable plastic toys
are without cable control and each is mounted
only on a pedestal to the game battlefield.
(All have only one simple design.)

275 RED MARKERS—enough to
record the most savage bombings
and shelling.

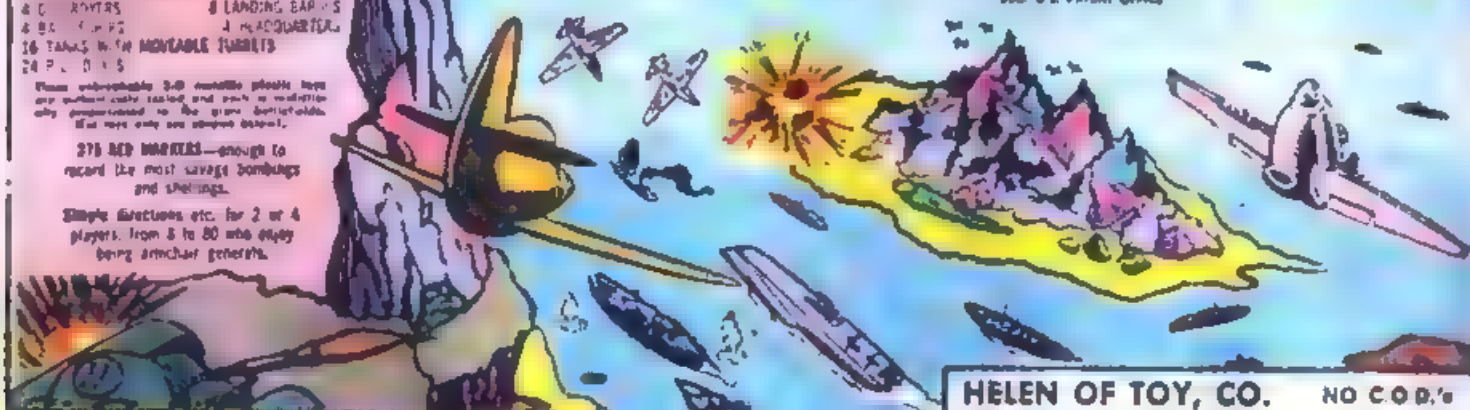
Simple directions etc. for 2 or 4
players, from 8 to 80 who enjoy
being armchair generals.

AMERICA'S MOST EXCITING WAR GAME

TASK FORCE

REG. U.S. PATENT OFFICE

**ONLY
\$1.00**
PLUS
POSTAGE



HELEN OF TOY, CO. NO C.O.D.'s
REGO PARK 74, NEW YORK Dept. 37-JJ

88 TOYS ONLY—75c ppd. ☐
BOTH!! Complete game and 88 extra toys
(total of 176 toys)—\$2.00 ppd. ☐

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Canadians: Both, 2.20 cash or Int'l Postal M.O.

HELEN OF TOY, CO. NO C.O.D.'s

REGO PARK 74, NEW YORK Dept. 37-JJ

PLEASE RUSH me .. complete TASK FORCE
game(s) for which I am enclosing \$1.00 plus
25c for postage and handling for each game
I have ordered. If I am not completely
satisfied I may return it within 10 days for
a full refund.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

CANADA: \$1.40, ENGLAND: 10/-, AUSTRA-
LIA: 13/- Cash or International Postal M.O.

Tension runs high as a big fantastic battle—
with all elements participating in sea and air.
The team best able to strategically plan maneuvers
and direct his firing—will be the only battle s—
word.
There is no imagination necessary here! You get
the equipment, the battlefield and the rules on how
to locate, destroy and destroy the enemy.
It is actually played and "spontaneously enjoyed" by
members of our real Armed Forces.

Art For Art's Ache

ACCORDING TO THIS,
YOU'RE SHORT TWO POINTS
ON A CULTURAL SUBJECT!
HAVE YOU ANY
HOBBIE'S ?

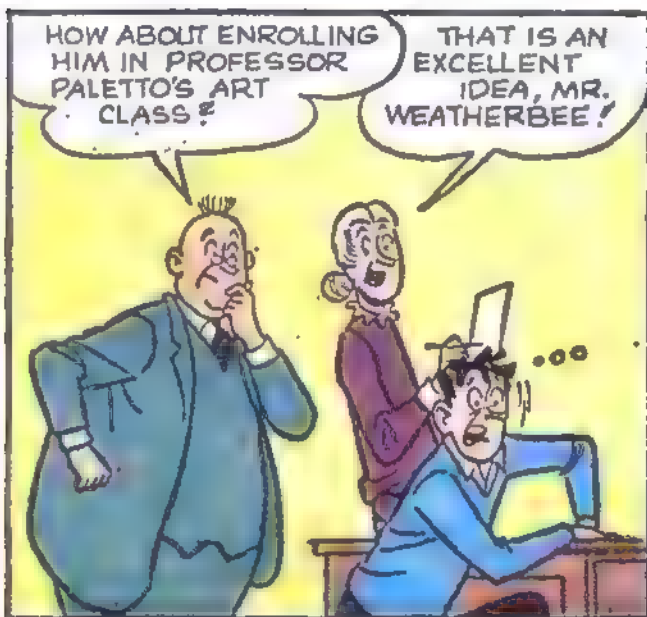
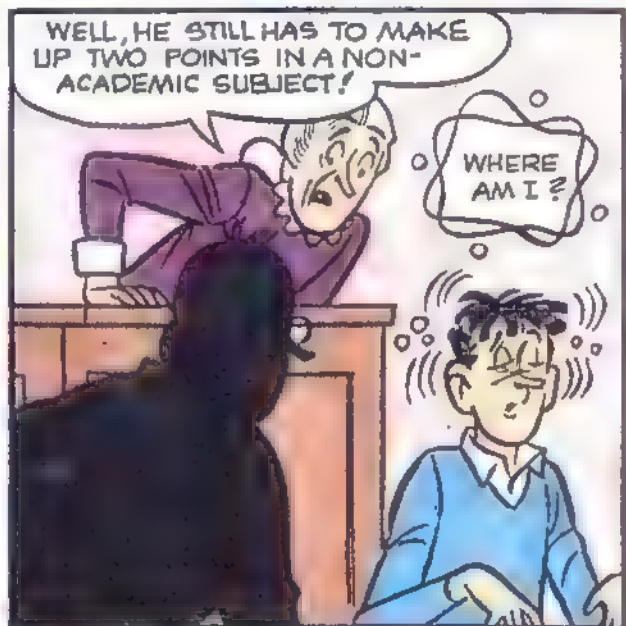
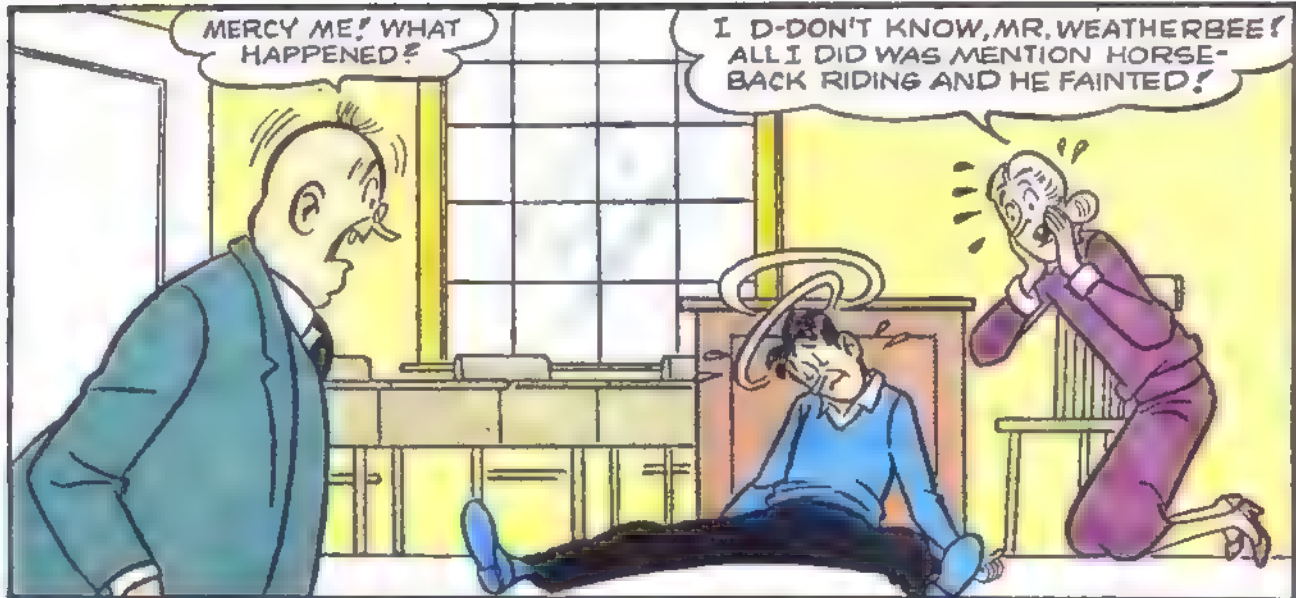
YES, MA'AM!
BREAKFAST,
LUNCH AND
DINNER!

Jughead

PLEASE TRY TO BE SERIOUS!
WE MUST FIND A SUITABLE
TWO-POINT SUBJECT FOR
YOU TO TAKE!

H'MM! LET'S
SEE, NOW...

CRASH!



A SHORT WHILE LATER...

TODAY, STUDENTS, LET US CAPTURE ZEE BEAUTY OF ZIS FRUIT ON ZEE CANVAS!

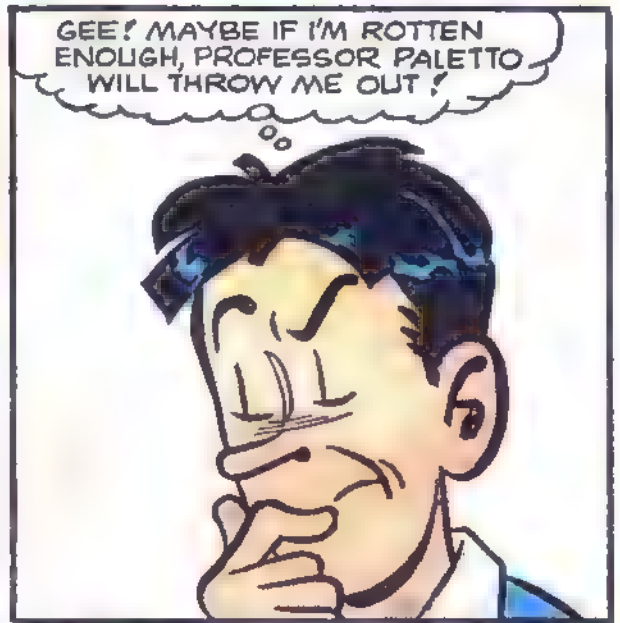
I'D RATHER CAPTURE IT IN ZEE STOMACH!



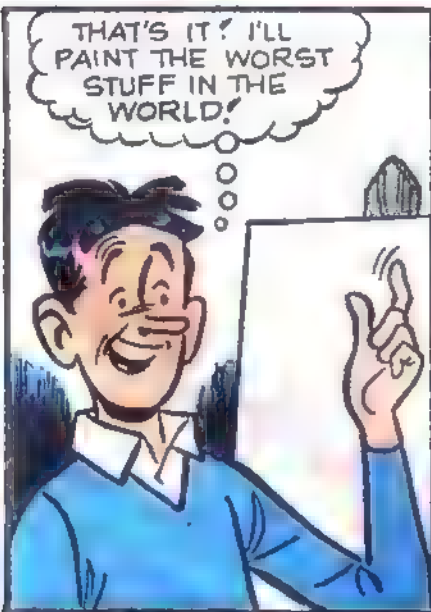
WHAT A BORE! I CAN'T PAINT! HOW AM I GOING TO GET OUT OF THIS CLASS?



GEE! MAYBE IF I'M ROTTEN ENOUGH, PROFESSOR PALETTEO WILL THROW ME OUT!



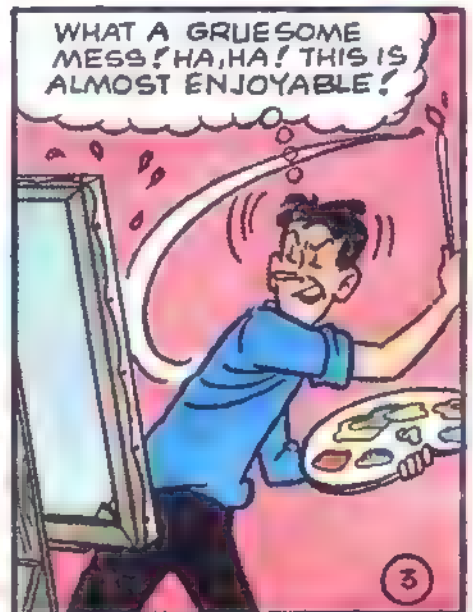
THAT'S IT! I'LL PAINT THE WORST STUFF IN THE WORLD!

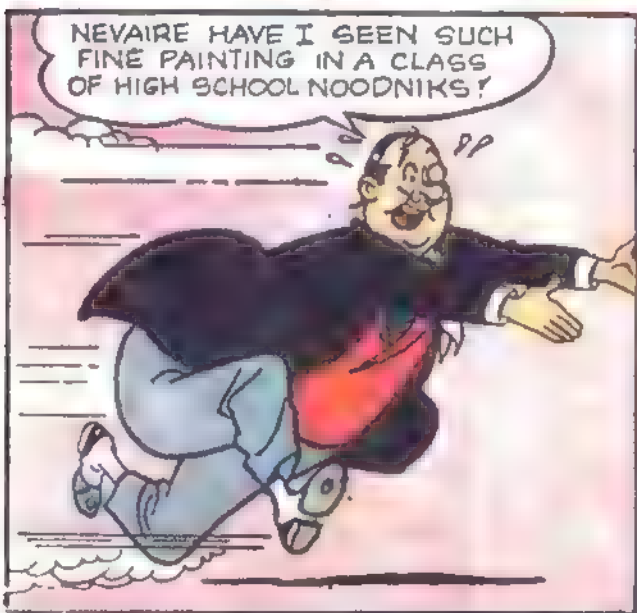
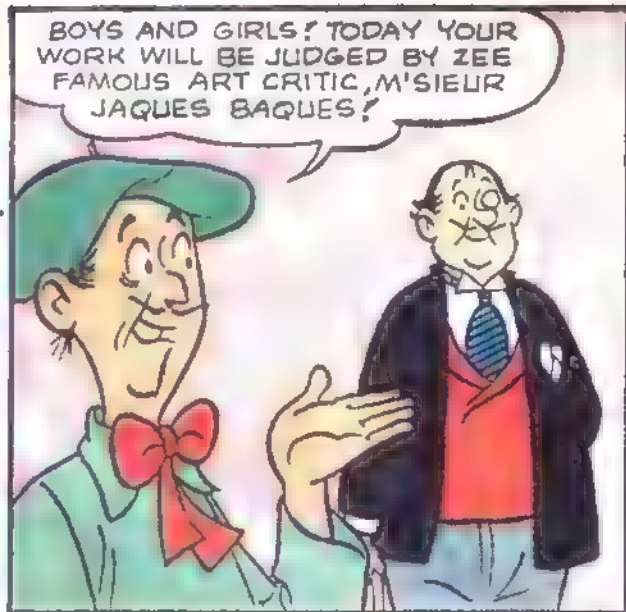
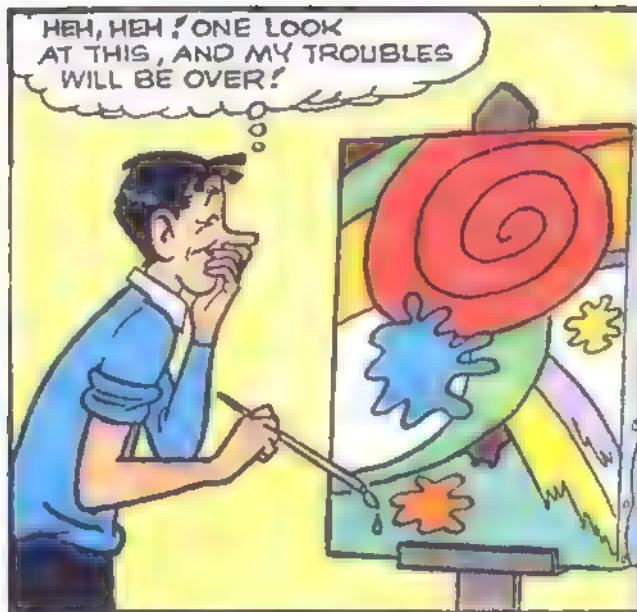


SOON HE'LL BE BEGGING ME TO LEAVE!



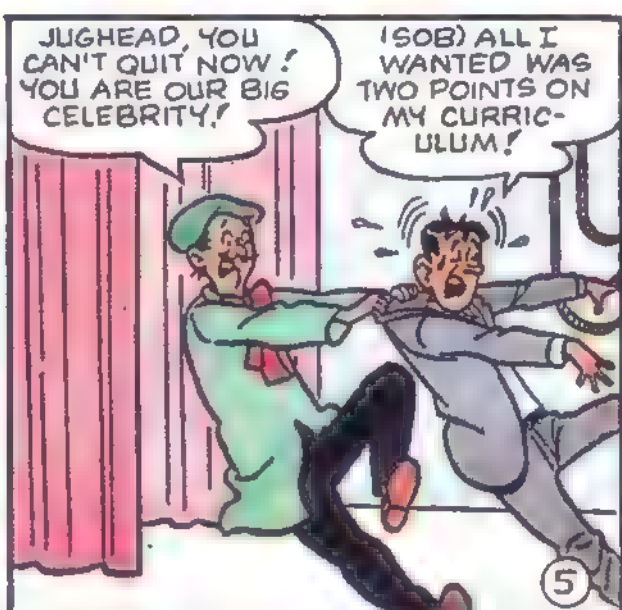
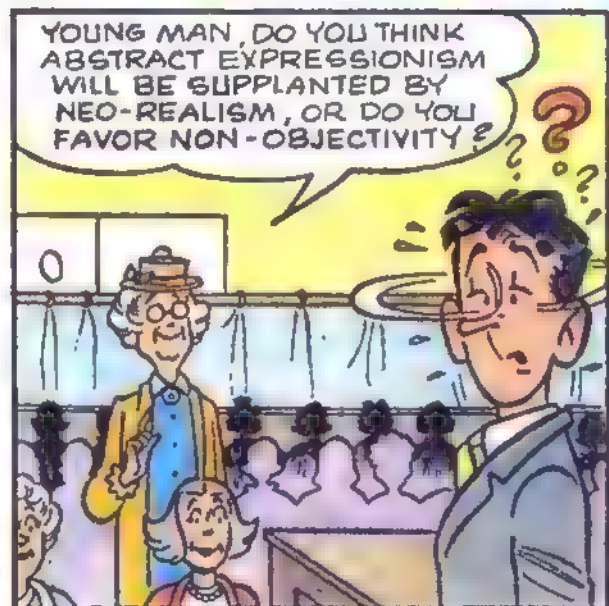
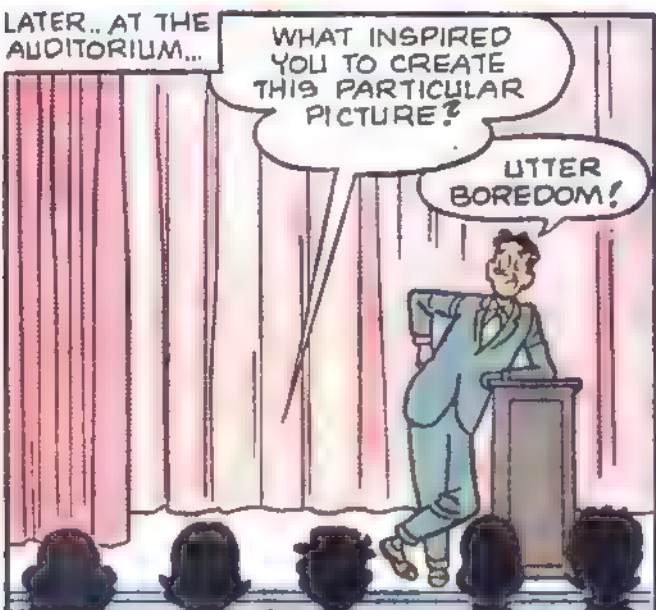
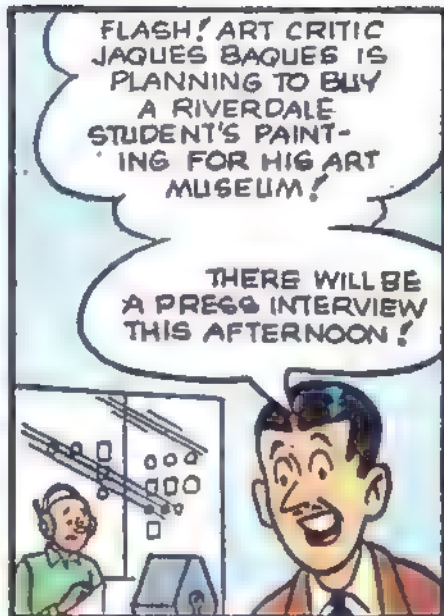
WHAT A GRUESOME MESS! HA, HA! THIS IS ALMOST ENJOYABLE!

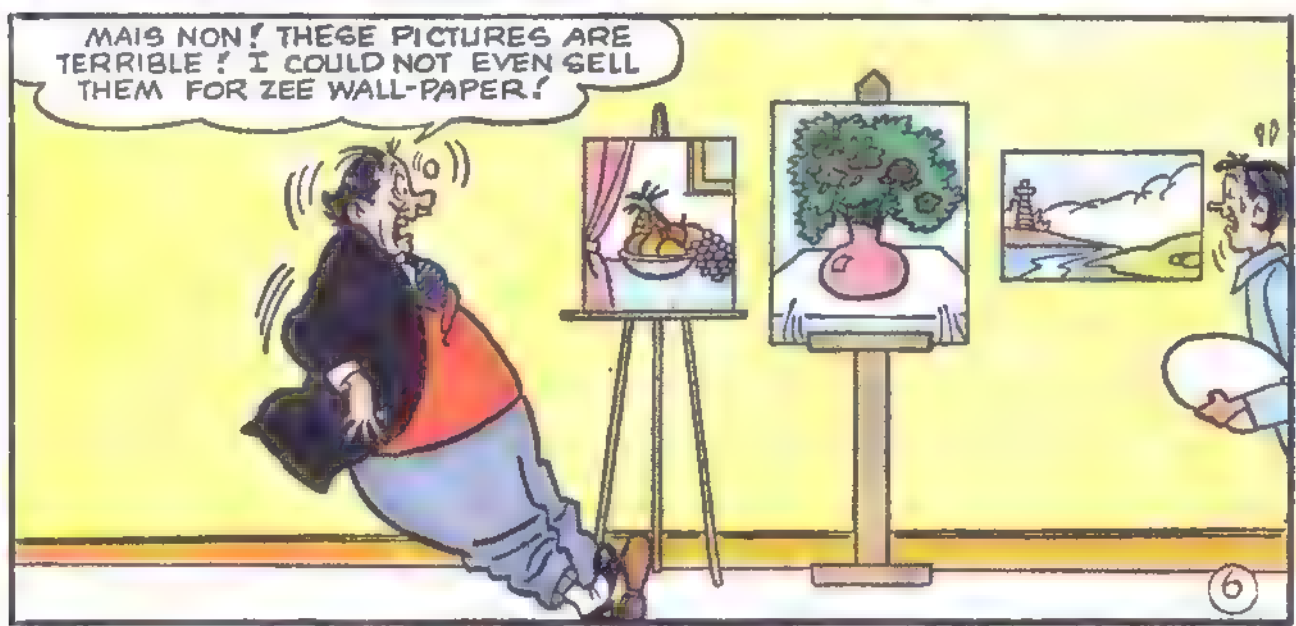
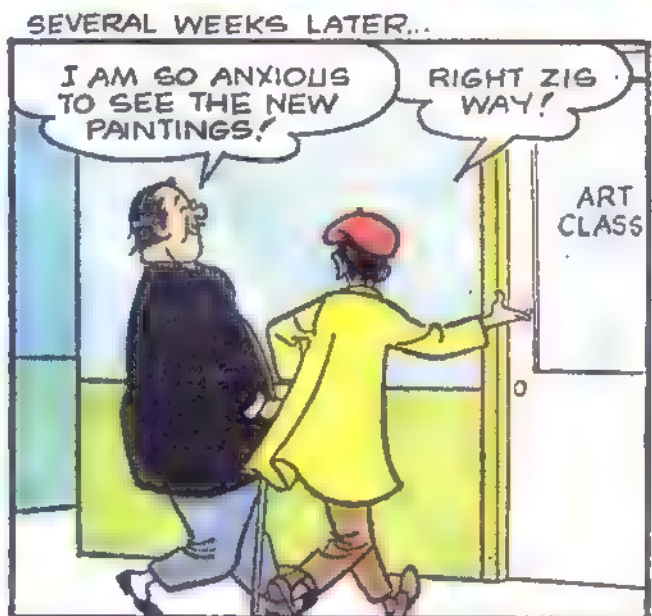
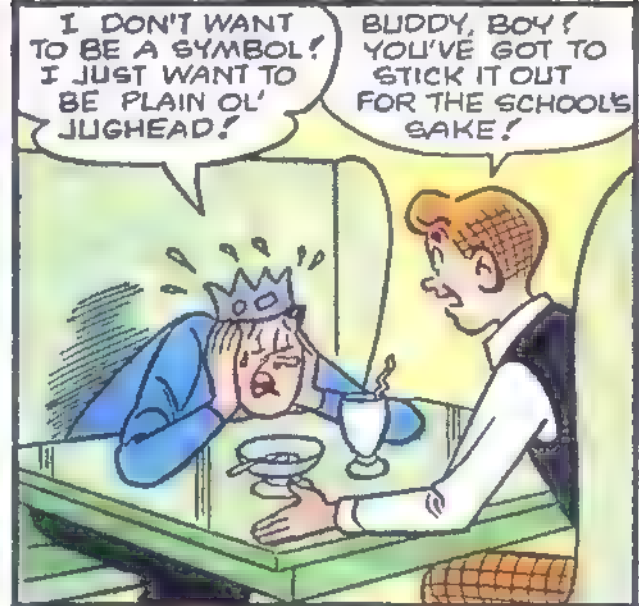
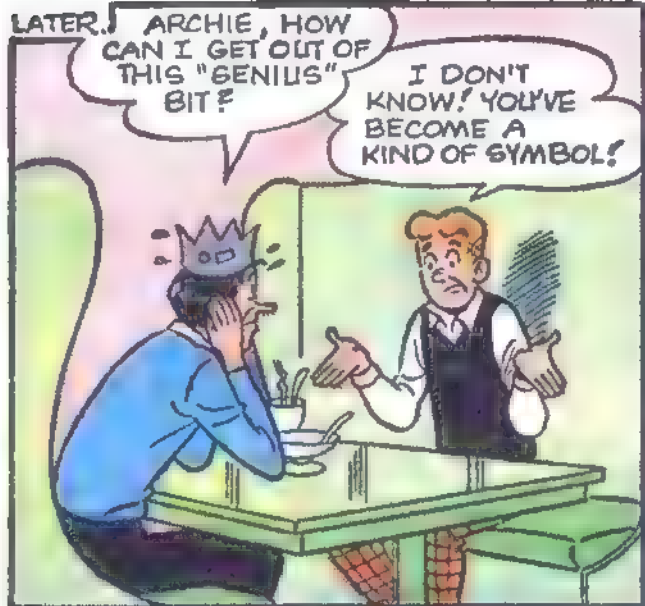


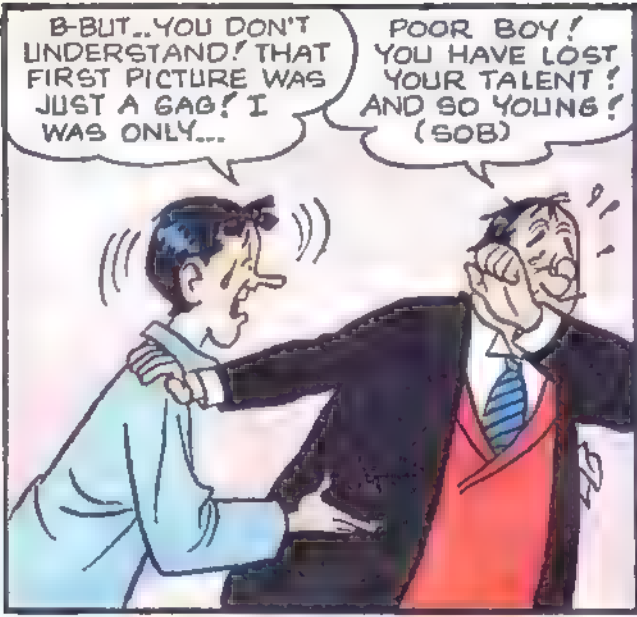




THE NEWS
OF
JUGGIE'S
TALENT
SPREADS
QUICKLY..







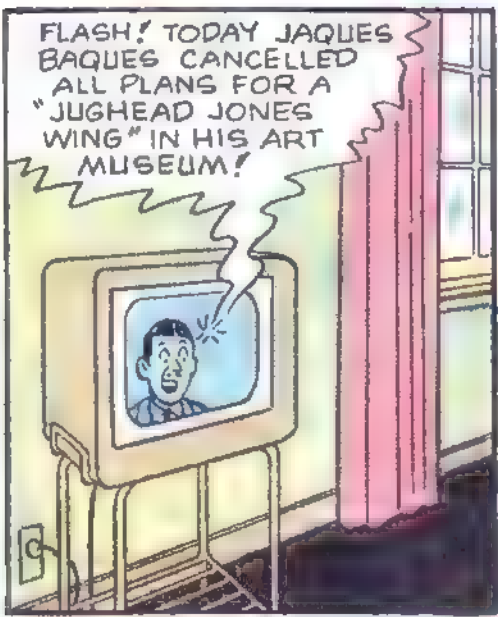
B-BUT..YOU DON'T UNDERSTAND! THAT FIRST PICTURE WAS JUST A GAG! I WAS ONLY...

POOR BOY! YOU HAVE LOST YOUR TALENT! AND SO YOUNG! (SOB)



M'SIEUR BAQUES-- WAIT !..

I AM CRUSHED! ZIG IS THE END OF MY HOPES AND DREAMS!



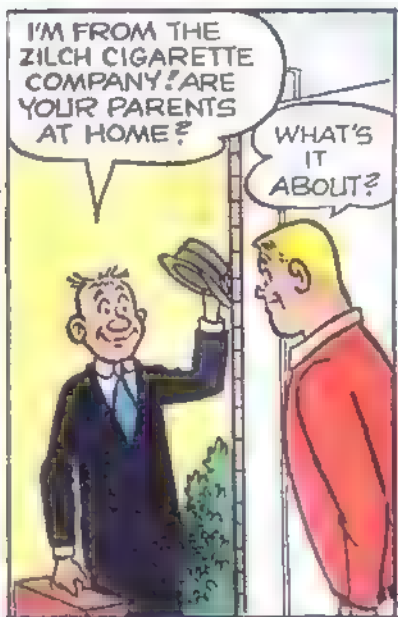
FLASH! TODAY JAUQUES BAQUES CANCELLED ALL PLANS FOR A "JUGHEAD JONES WING" IN HIS ART MUSEUM!



GEE! MODERN ART SURE IS CONFUSING, ARCHIE! WHAT DID I DO WRONG?

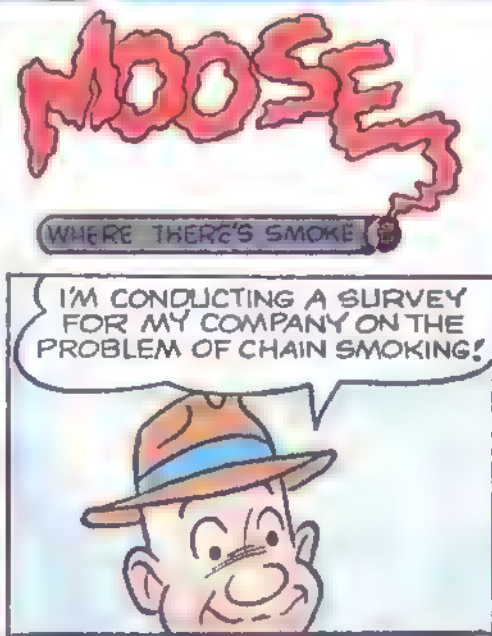
THE ONLY THING YOU DID WRONG WAS TO FAINT IN MISS GRUNDY'S ROOM!

END



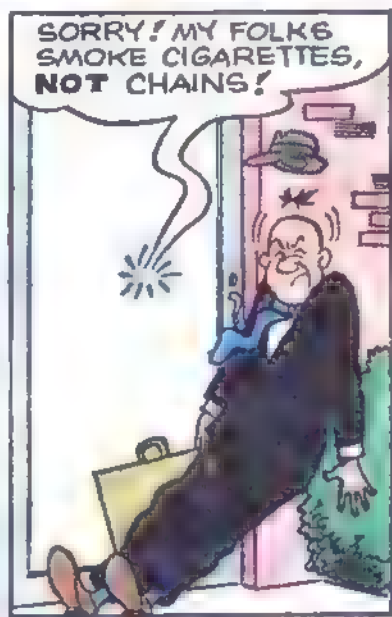
I'M FROM THE ZILCH CIGARETTE COMPANY! ARE YOUR PARENTS AT HOME?

WHAT'S IT ABOUT?



WHERE THERE'S SMOKE

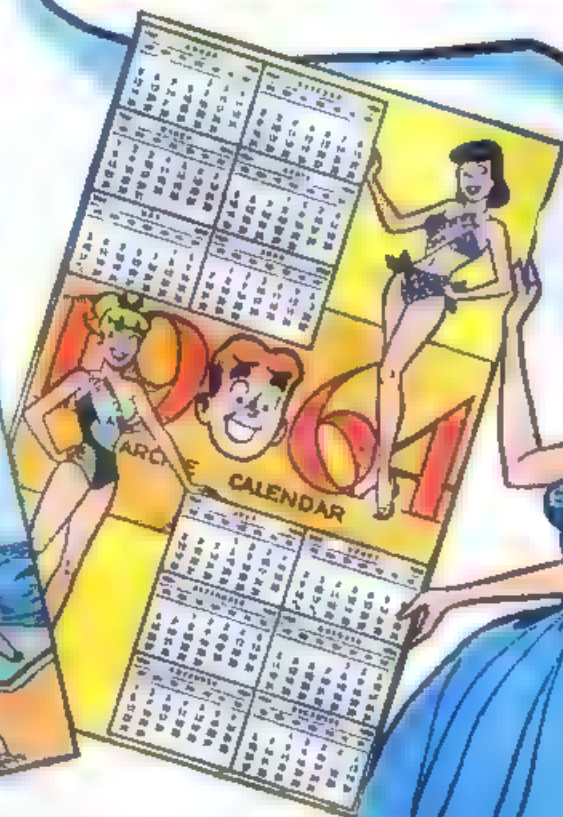
I'M CONDUCTING A SURVEY FOR MY COMPANY ON THE PROBLEM OF CHAIN SMOKING!



SORRY! MY FOLKS SMOKE CIGARETTES, NOT CHAINS!

**ORDER
THIS!**

**GET THIS
FREE!**



**YOU GET THE NEW GIANT-SIZE
ARCHIE ANNUAL #15 *PLUS* THE
FULL COLOR 1964 ARCHIE PIN-UP
CALENDAR JUST FOR USING THIS
COUPON!...SO DON'T DELAY!...
SEND FOR YOURS *NOW!***



**MAIL TO: ARCHIE ANNUAL #15
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.**

**ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN
CANADA FOR WHICH SEND ME THE GIANT-SIZE
ARCHIE ANNUAL #15 AS SOON AS IT IS OFF THE
PRESSES...PLUS THE FULL COLOR PIN-UP CALENDAR
AS A FREE BONUS!**

NAME _____ **AGE** _____

ADDRESS _____

CITY _____ **STATE** _____

**PLEASE
NOTE!**

**THIS IS A PRE-
PUBLICATION
OFFER!...THE
ANNUAL AND
CALENDAR ARE
MAILED SEPA-
RATELY...YOU
WILL RECEIVE
EACH ONE AS
SOON AS IT
IS READY FOR
MAILING...BE
PATIENT!**

JUGHEAD
"MASK ME NO
QUESTIONS"

**COME ONE
COME ALL...
TO THE
MASQUERADE
BALL**



**SCHOOL GYM
SAT. NIGHT 8:00pm**

HAVE YOU FELLAS
DECIDED WHAT TO
WEAR TO THE BIG
MASQUERADE
PARTY?

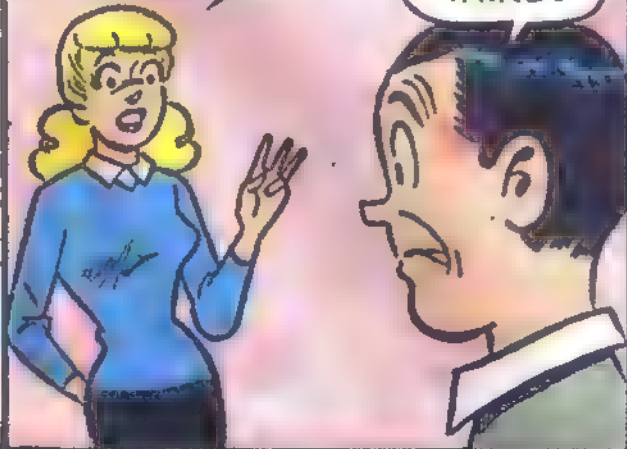
YEP!

WE'RE THE TWO
MUSKETEERS!
ALL FOR ONE, AND
ONE FOR ALL!



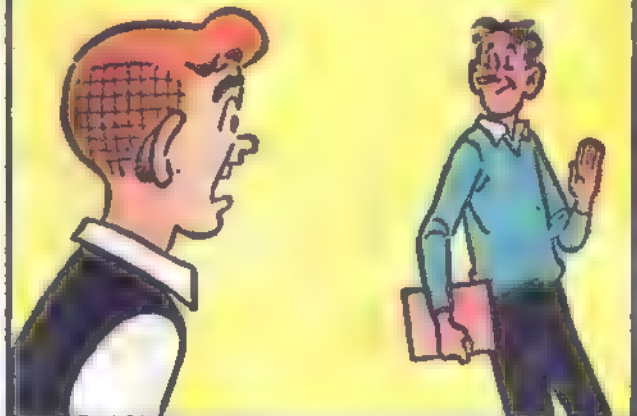
I HATE TO SPOIL YOUR
FUN, BUT SHOULDN'T
THERE BE THREE
MUSKETEERS?

SURE, BUT
WE CAN'T
GET A
THIRD!



HEY, JUG! WANT
TO BE A MUSKETEER
WITH REGGIE AN'
ME IN THE BIG
MASQUERADE?

SORRY! I'VE
GOT MY OWN
PLANS!...TOP
SECRET OF
COURSE!





TOP SECRET? HMM.. I WONDER WHAT KIND OF COSTUME HE'S COOKING UP?



DON'T WORRY ABOUT JUG? HE'LL PROBABLY COME AS A SLICE OF PASTRAMI!



THE NIGHT OF THE BIG MASQUERADE BALL ARRIVES AT LAST...



HI, BETTY! YOU LOOK DARLING!

SO DO YOU, RONNIE? WHERE ARE THE BOYS?

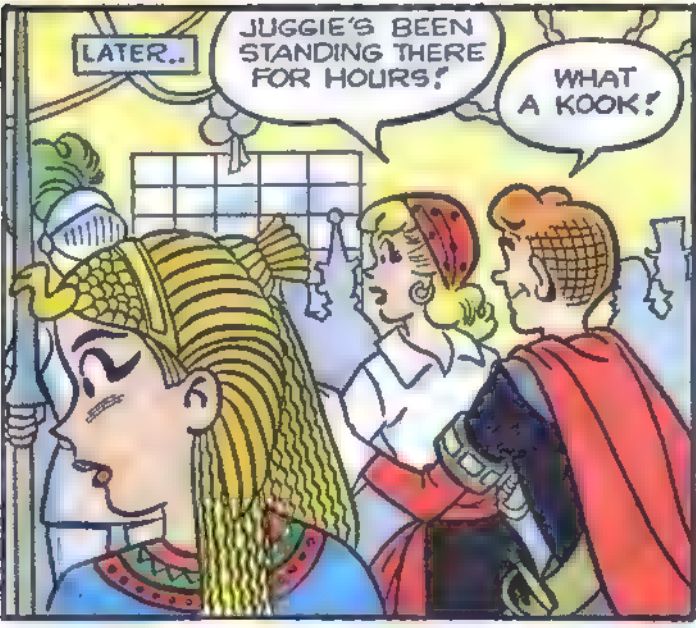


THE TWO MUSKETEERS AT YOUR SERVICE, LADIES! ALL FOR ONE AND ONE FOR ALL!



HEY! WHO'S INSIDE THE TIN PAJAMAS?

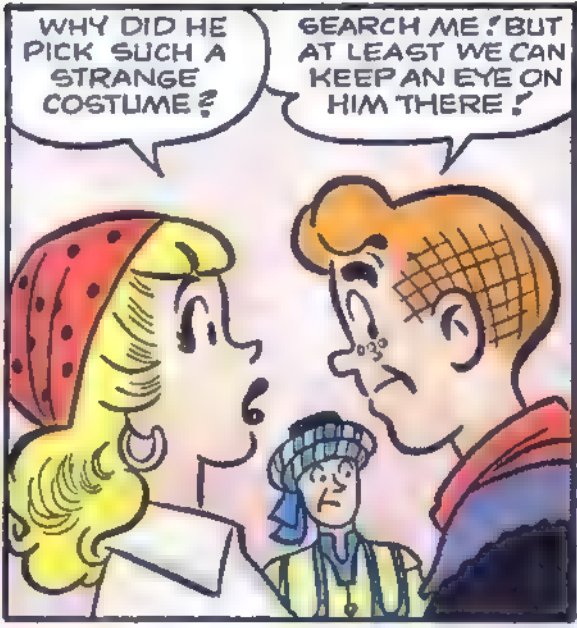
JUGHEAD! HE'S THE SILENT KNIGHT OF BAVARIA!



LATER..

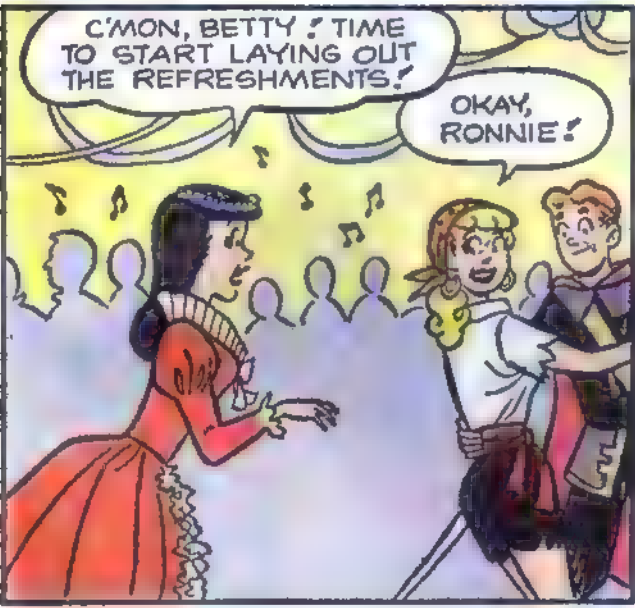
JUGGIE'S BEEN
STANDING THERE
FOR HOURS!

WHAT
A KOOK!



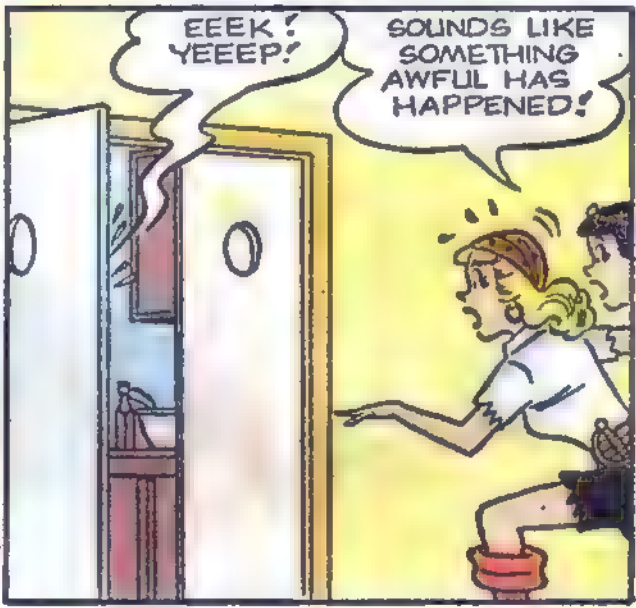
WHY DID HE
PICK SUCH A
STRANGE
COSTUME?

SEARCH ME! BUT
AT LEAST WE CAN
KEEP AN EYE ON
HIM THERE!



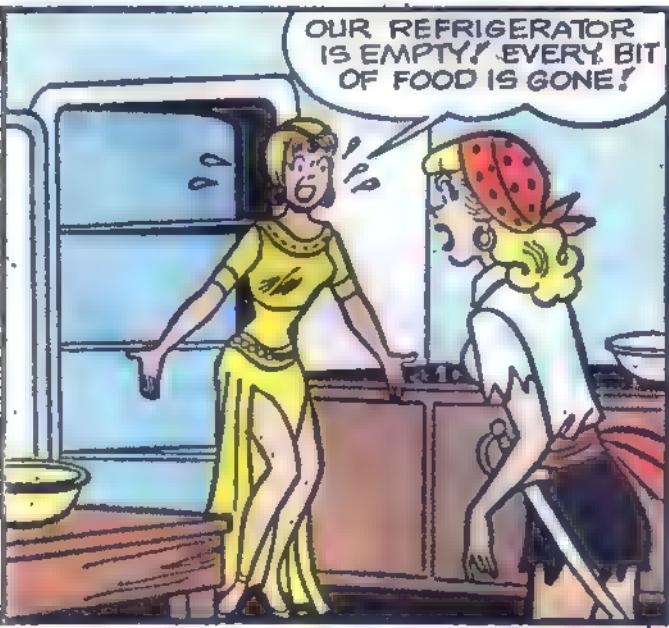
C'MON, BETTY! TIME
TO START LAYING OUT
THE REFRESHMENTS!

OKAY,
RONNIE!

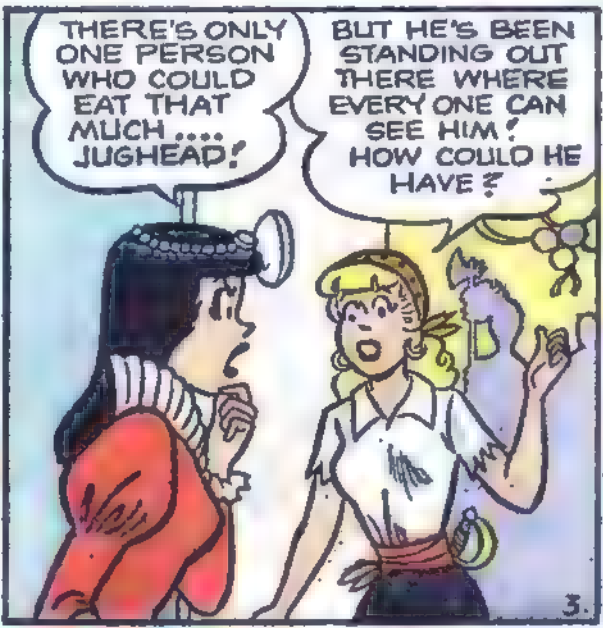


EEK!
YEEP!

SOUNDS LIKE
SOMETHING
AWFUL HAS
HAPPENED!

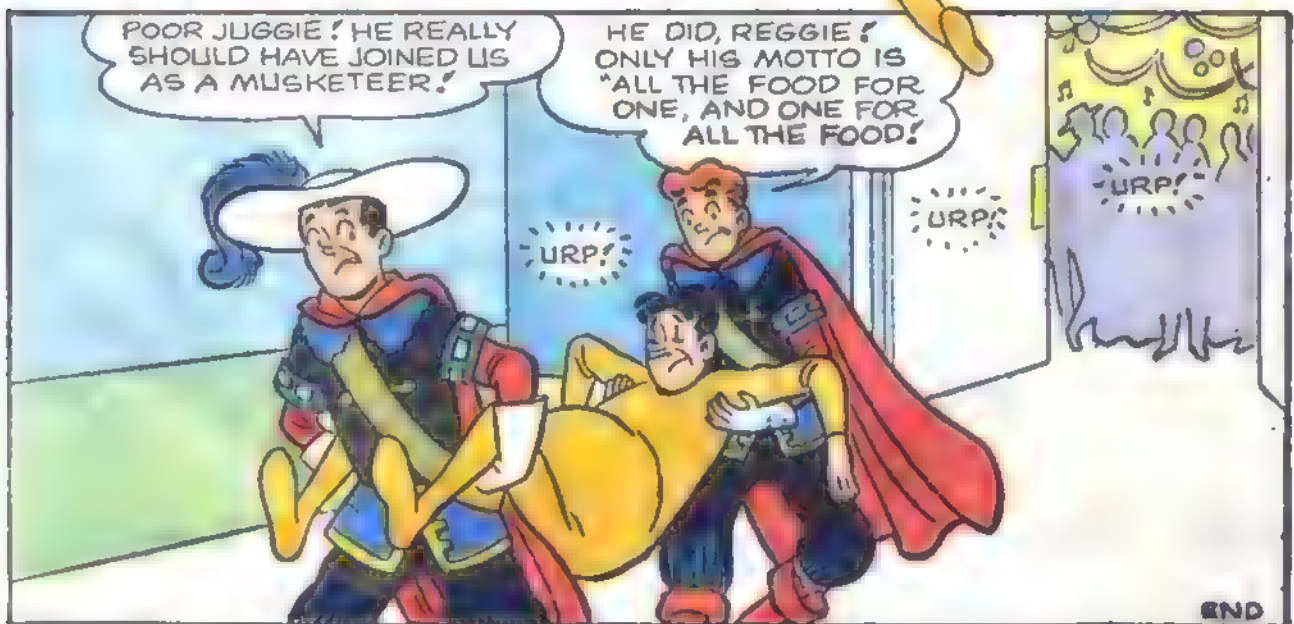
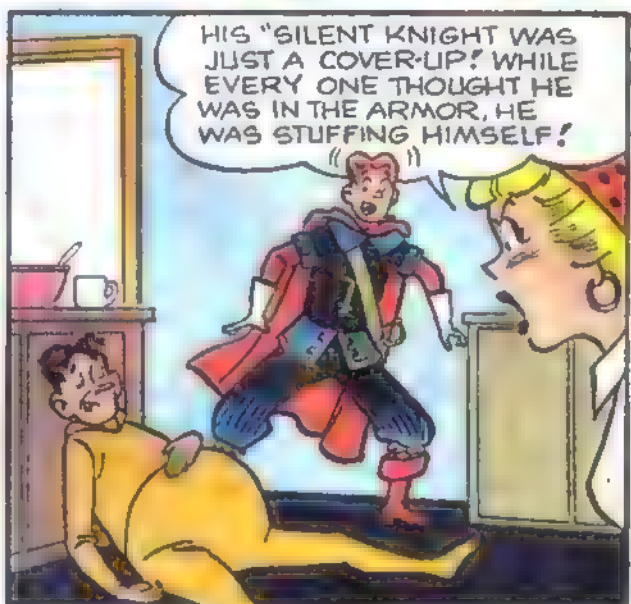
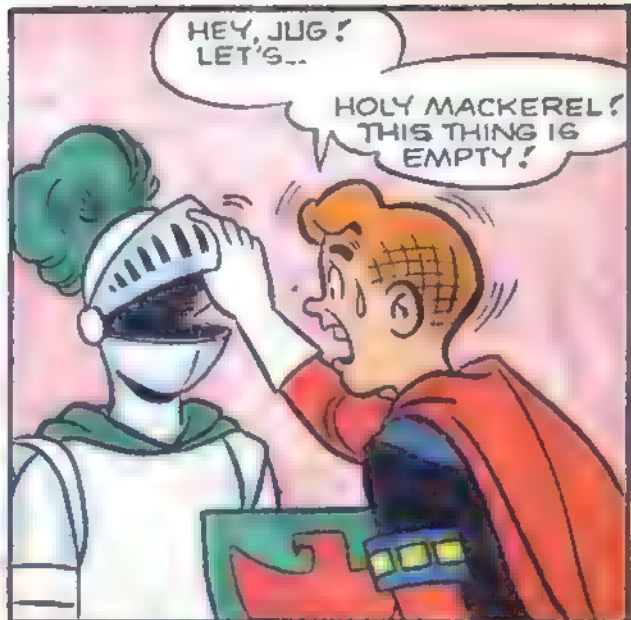


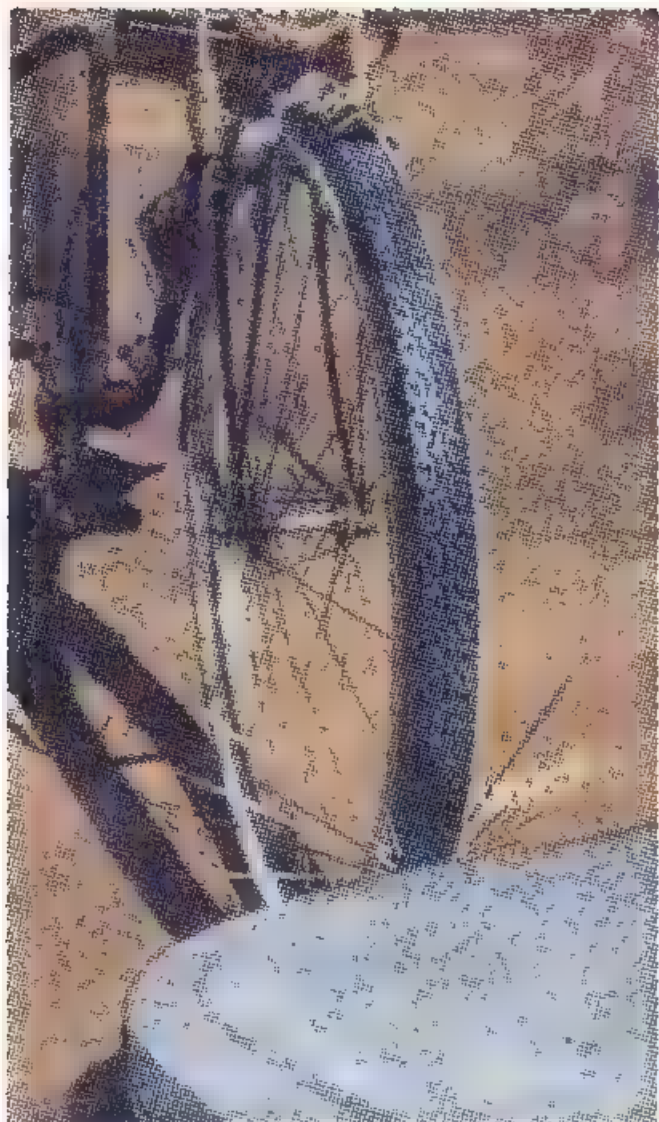
OUR REFRIGERATOR
IS EMPTY! EVERY BIT
OF FOOD IS GONE!



THERE'S ONLY
ONE PERSON
WHO COULD
EAT THAT
MUCH....
JUGHEAD!

BUT HE'S BEEN
STANDING OUT
THERE WHERE
EVERY ONE CAN
SEE HIM!
HOW COULD HE
HAVE?





ARCHIE SAYS:

NYLON MEANS STRENGTH



...and all U.S. Royal Bike Tires—like the chain #175 pictured here—are made with nylon ... three plies under the tread!



U. S. Royal Bike Tires

U. S. Rubber Tire Company

549 E. Georgia St., Indianapolis, Ind.

ANNOUNCING THE "POPSICLE" SAFETY AWARDS!

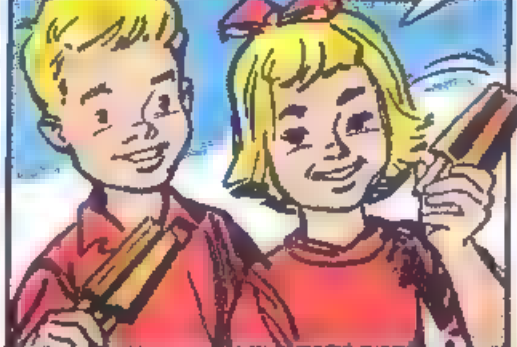
HEY, KIDS! HAVE YOU HEARD ABOUT THE "POPSICLE" SAFETY AWARDS?

THEY'RE FOR THE KIDS WHO DO THE MOST FOR SAFETY IN 1963!

ANYONE UNDER 16 IS ELIGIBLE TO WIN.

AND JUST LOOK AT THE AWARDS.

300 SPECIAL "POPSICLE" SAFETY MEDALS WITH \$25 U.S. SAVINGS BONDS.



AND TO THE 20 TOP WINNERS, A FAMILY-SIZE FIVE-PASSENGER PEUGEOT 404 STATION WAGON.

It's smart to play it safe with "Popsicle"



Want For a FREE Giant Gift List, write to: "POPSICLE," Box #550, New York 40, N.Y.



all the time
...everywhere!

"POPSICLE" and "SICLE" are Reg. T.M.
© 1963 Joe Lowe Corporation, New York 1, N.Y.

NOMINATIONS:
Anyone through age 16 may be nominated. Nominations must be sponsored by local Police Dept., PTA's, etc. Final Judging in Sept. '63.

**ALL THE
NEWS
THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

MEMBERSHIP—FIFTEEN CENTS

Dear Archie Club members:

I want to thank everyone who has sent in their terrific reports to the **ARCHIE CLUB NEWS**. I have enjoyed reading all of your articles and want to congratulate you for a job well done.

But now, I would like to learn more about **YOU**. I'd like to know the things you are doing: The places you visit, your friends, your hobbies, your pets, and all the things that are interesting and exciting to you.

I'm looking forward to reading all your letters . . . so why not sit right down and write to me.

Please address all reports to:

**ARCHIE CLUB NEWS
241 Church Street
Room 603
New York 13, N. Y.**

Sincerely,

Archie Andrews

ARCHIE ANDREWS

FIRST PRIZE — \$5.00

REPORTER

JOSEPH D. TOTH

**P.O. Box 297
Lakewood, N. J.**

CALIFORNIA REDWOOD TREES

The northern coast of California contains a forest empire in itself, some 20 miles wide and 450 miles long, made up of the tallest, largest and oldest trees in the world. Some of these Redwood trees grow to a height of more than 350 feet, with a diameter of 20 feet, containing enough lumber in one tree to build about 22 average size homes. The most interesting fact about the Redwoods is the age of the trees. Authentic records indicate that some of the trees, now living, were healthy young saplings before Christ was born, dating back 50 to 200 years B.C. Redwood is generally a close-grained wood. The annual rings are nar-

row and inconspicuous, there being only a moderate variation between the softer "Spring" growth and hard "Summer" growth. An outstanding feature of Redwood is the fact that it imparts no noticeable taste or odor. Some of the most beautiful scenes in California are through the scenic highway, where the marvelous "Giant Redwoods of the Forest" stretch for miles and miles.

SECOND PRIZE — \$3.00

BILL YOST

**709 Fairground
Plymouth, Mich.**

JOKES

Jughead: Why are you eating with your knife?

Moose: Duh, my fork leaks.

Miss Grundy: Give me an example of a collective noun.

Dilton: Garbage can.

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES,

Archie Club

THIS IS TO CERTIFY THAT



SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMICS MAGAZINES

Archie Andrews

FOR HIM

U
R
M
S
S

not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dresy OFFICIAL ARCHIE CLUB BUTTON and snappy PRESS CARD. This will make you a real reporter.



Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:

241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15¢ in coin to cover the cost of mailing and handling. Send to:

NAME _____ AGE _____

(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____



WATCH THE MIRACLE OF BIRTH

HATCH AMAZING SEA-SHRIMP!

A Sea-Circus of Your Own!

ONLY
\$1

You'll hardly believe your own eyes! And you'll amaze everyone who sees this! Think of it. We send you a packet of tiny powder eggs. You empty this into a fish bowl—a jar—or glass of water—and in 24 to 72 hours, you watch them hatch out into live, swimming, diving, playful Sea Monkeys!

See them grow from almost pin-point size to the size of tropical fish! Watch them perform crazy acrobatics. Train them, if you wish, to follow a beam of light. Darken the room and throw a flashlight or candle beam on them. They'll follow it like a band of monkeys running after each other!

Watch Them Perform—Amazing!

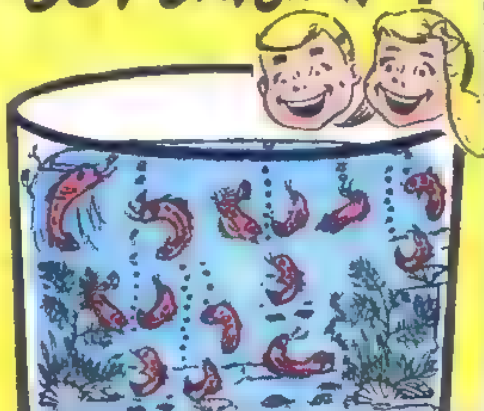
These are the famous Saskatchewan Brine Shrimp. They're a hardy, crazy bunch. See them perform acrobatics in the water—turn cartwheels—scratch each other's backs, wheel and turn in formation—or just chase each other in a game of tag or follow the leader.

Hours of fun—day and night—for young and old. You can even change their colors! They hatch white, pink or red. But put a drop of vegetable dye in their water and see them change color to match. Watch how their internal organs show against other colors—study their life processes—mating and breeding—as they, in time, you get more and more—to give away or sell as you please.

Hurry! Get Your Sea Circus "On The Road"

And, all so easy! Even a child can grow them. No care required—no little feeding—keep them warm and there you see. You've never seen such fun or had so much enjoyment from raising anything! Send now—and get started. Supplies are plentiful but don't be disappointed. Get your Sea-Circus today—be first to show them off to friends and family. Send only \$1 plus 25c PP & Hdg. (Sorry, no C.O.D.'s) We ship at once—with complete instructions—and we guarantee you'll be thrilled at your money back! Mail Coupon.

EMPIRE MDSG. CO. TUCKAHOE, NEW YORK



Empire Mds. Co., Dept. H
140 Marbledale Rd., Tuckahoe, N.Y.

I want to start hatching my own Sea Circus immediately. Enclose \$1 for each packet plus 25c PP & Hdg. I understand I must be thrilled with these or I can return envelope for full refund.

NAME _____

STREET _____

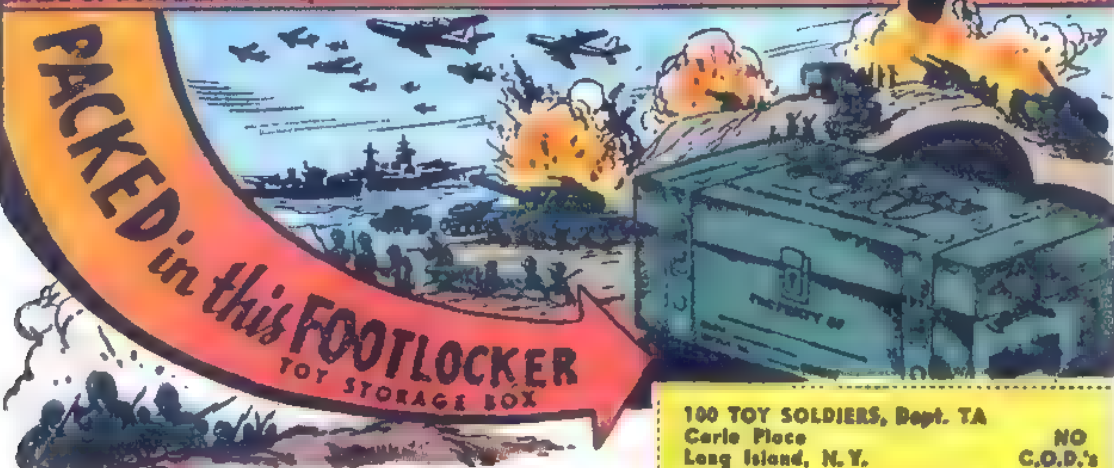
CITY _____

STATE _____

100 TOY SOLDIERS \$1.25

MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, MEASURING UP TO 4 1/2"!

PACKED in this FOOTLOCKER
TOY STORAGE BOX



EACH FOOTLOCKER CONTAINS:

- | | | |
|---------------|------------------|--------------|
| 4 Tanks | 8 Machinegunners | 4 Bombers |
| 4 Jeeps | 8 Sharpshooters | 4 Trucks |
| 4 Battleships | 4 Infantrymen | 8 Jet Planes |
| 4 Cruisers | 8 Officers | 8 Cannon |
| 4 Sailors | 8 Waves | 4 Bazookamen |
| 4 Riflemen | 8 Wacs | 4 Marksmen |

100 TOY SOLDIERS, Dept. TA

Carle Place
Long Island, N.Y.
Carle Place

NO
C.O.D.'s
NO

HERE'S MY \$1.25!

Rush the TOY SOLDIERS TO ME!

Name _____

Address _____

City _____

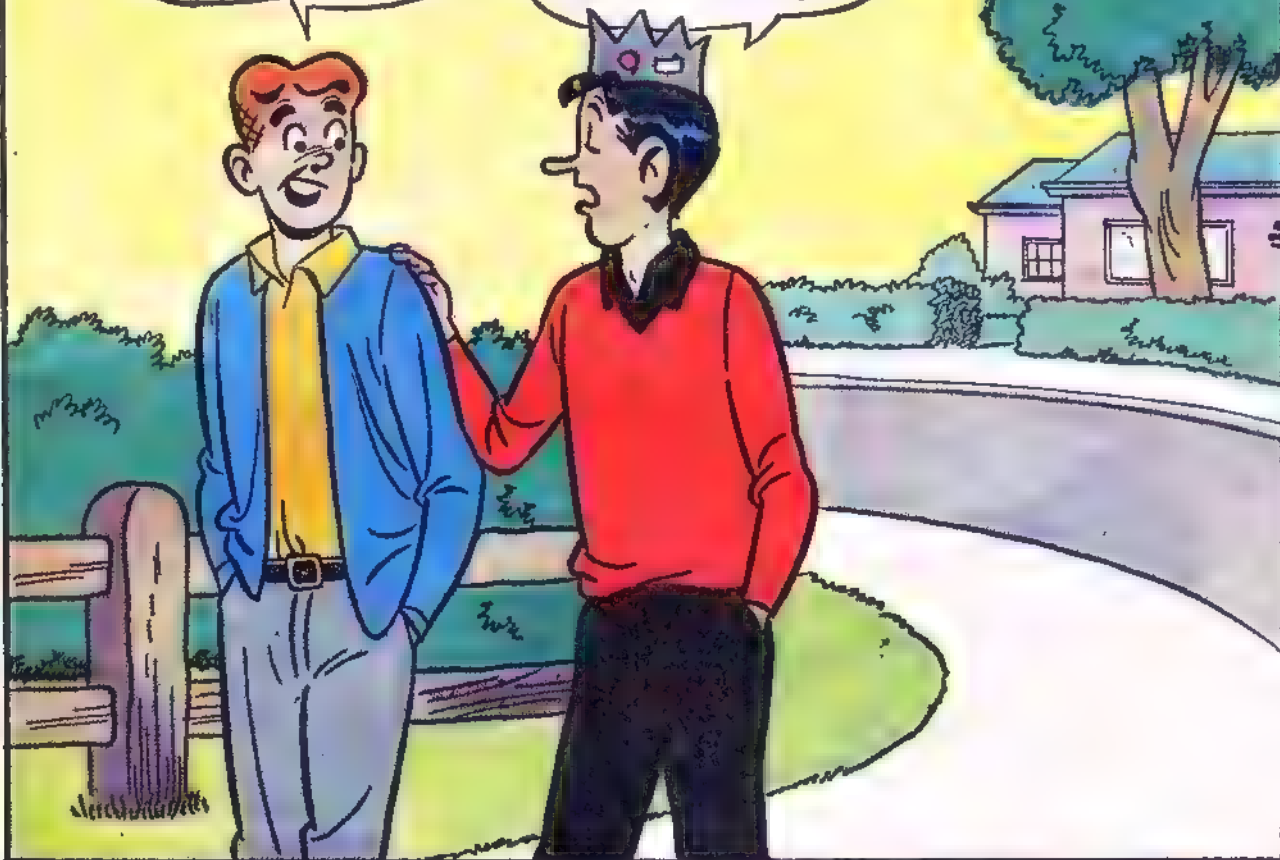
State _____

A LOAN AND BLUE

Jughead

JUGHEAD! DO ME
A FAVOR! LEND
ME A DOLLAR!

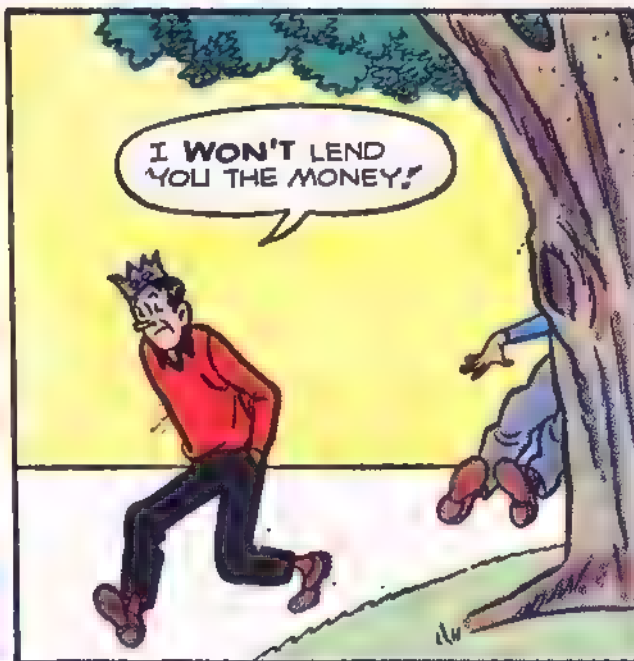
ARCH, YOU'RE THE
CLOSEST, DEAREST, LIFE-
LONGEST FRIEND A
GUY EVER HAD!

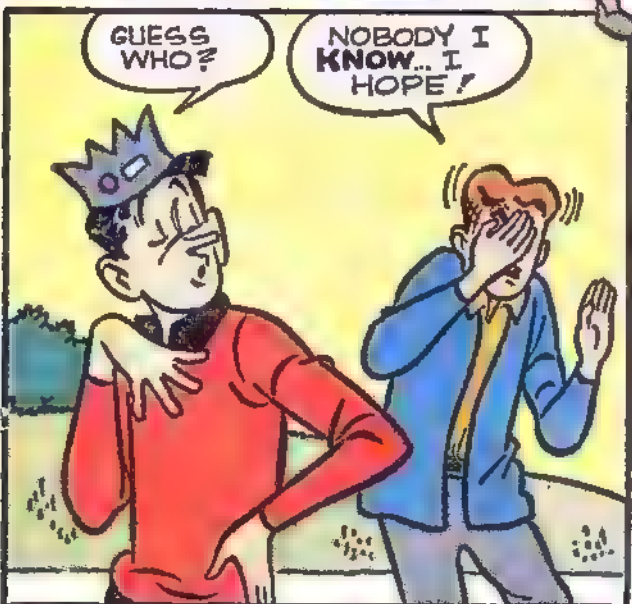
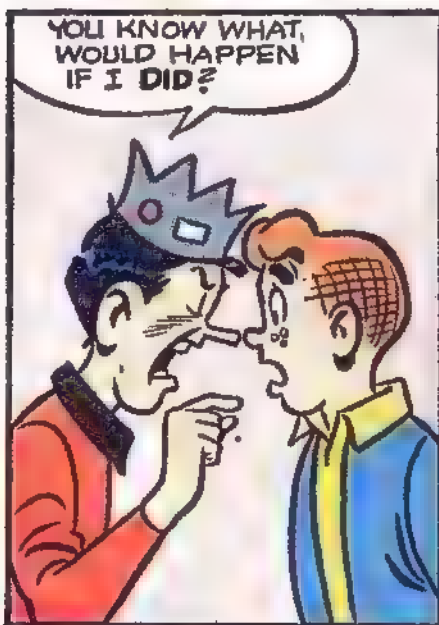


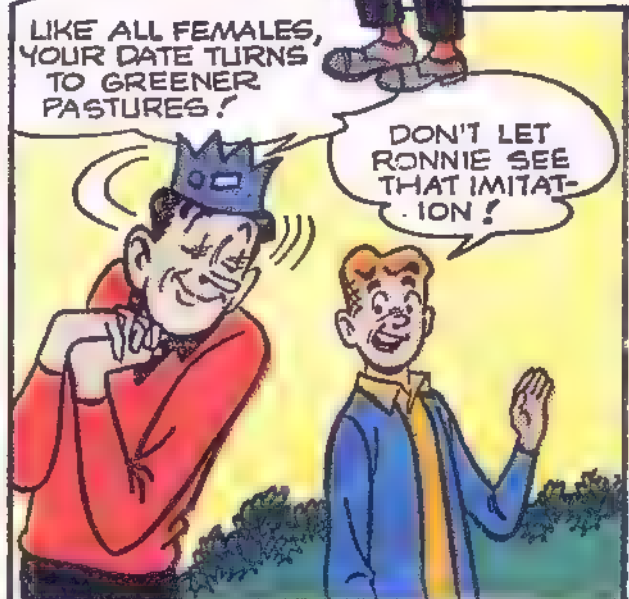
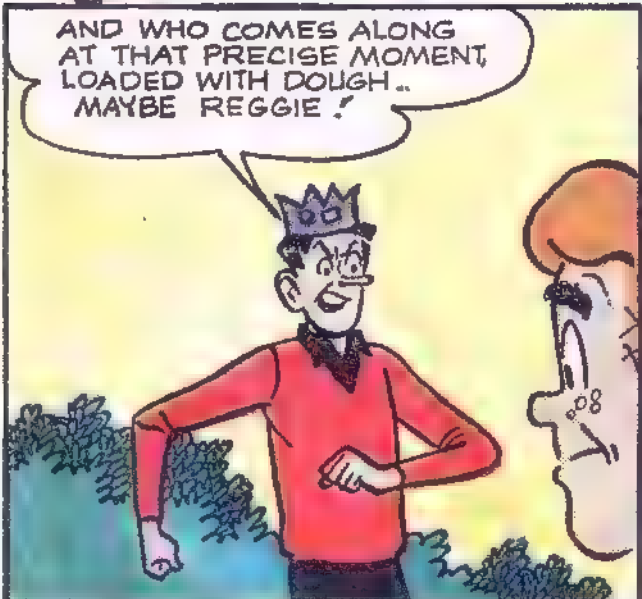
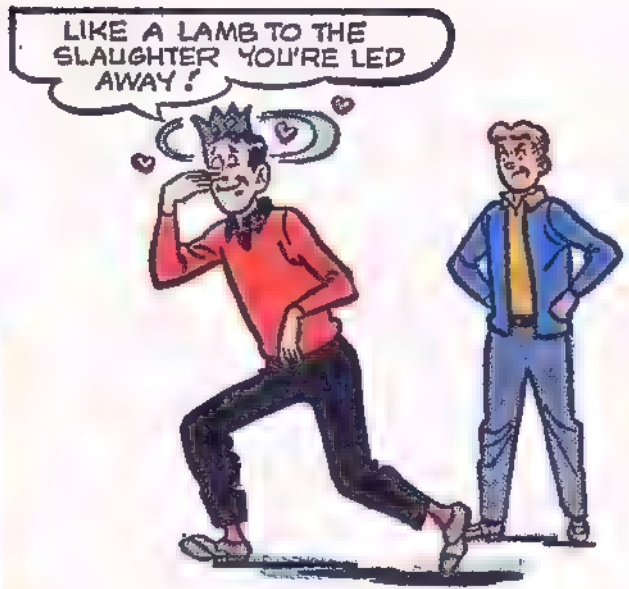
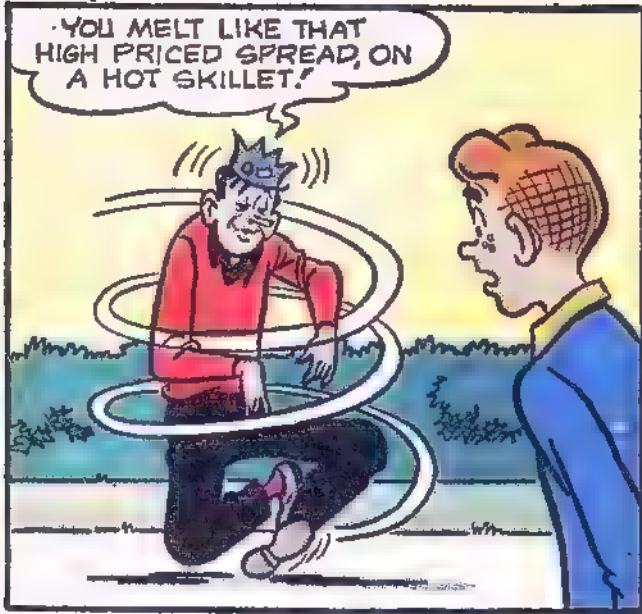
DO YOU A FAVOR?
OF COURSE I'LL DO
YOU A FAVOR!



I WON'T LEND
YOU THE MONEY!









LIKE A WOUNDED BEAR, YOU GO FOR YOUR RIVAL'S THROAT!



HE FIGHTS BACK! IT'S FAST!

IT'S FURIOUS!

IT'S THE ETERNAL TRIANGLE

IT'S THE AGE OLD STORY OF SURVIVAL OF THE FITTEST!

IT'S BLOODY, BRUTAL AND PRIMITIVE!



TAKE THAT!

AND THAT!



WHO'S WINNING?

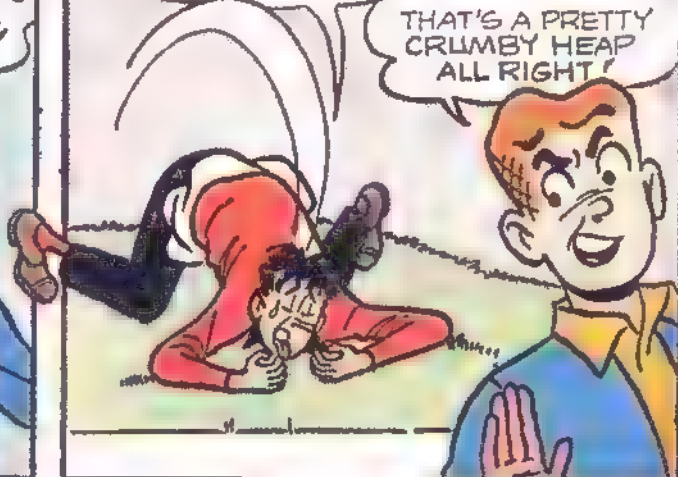


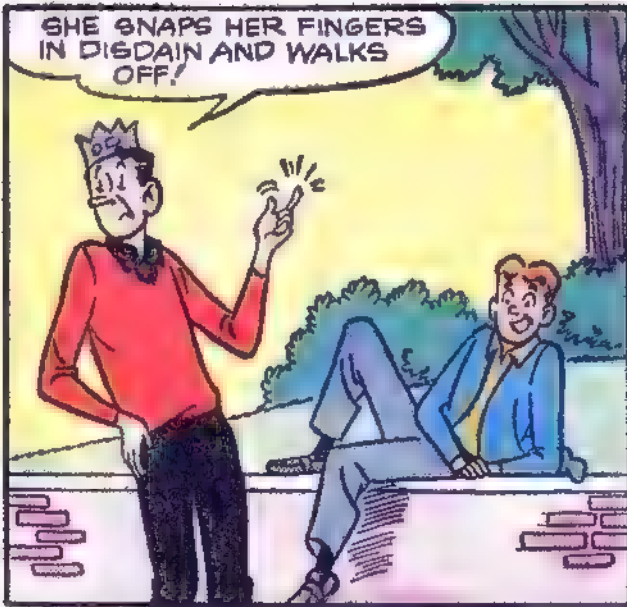
THE COLD, CALCULATING FEMALE SMILES HER MYSTERIOUS SMILE AND REFRESHES HER LIPSTICK!

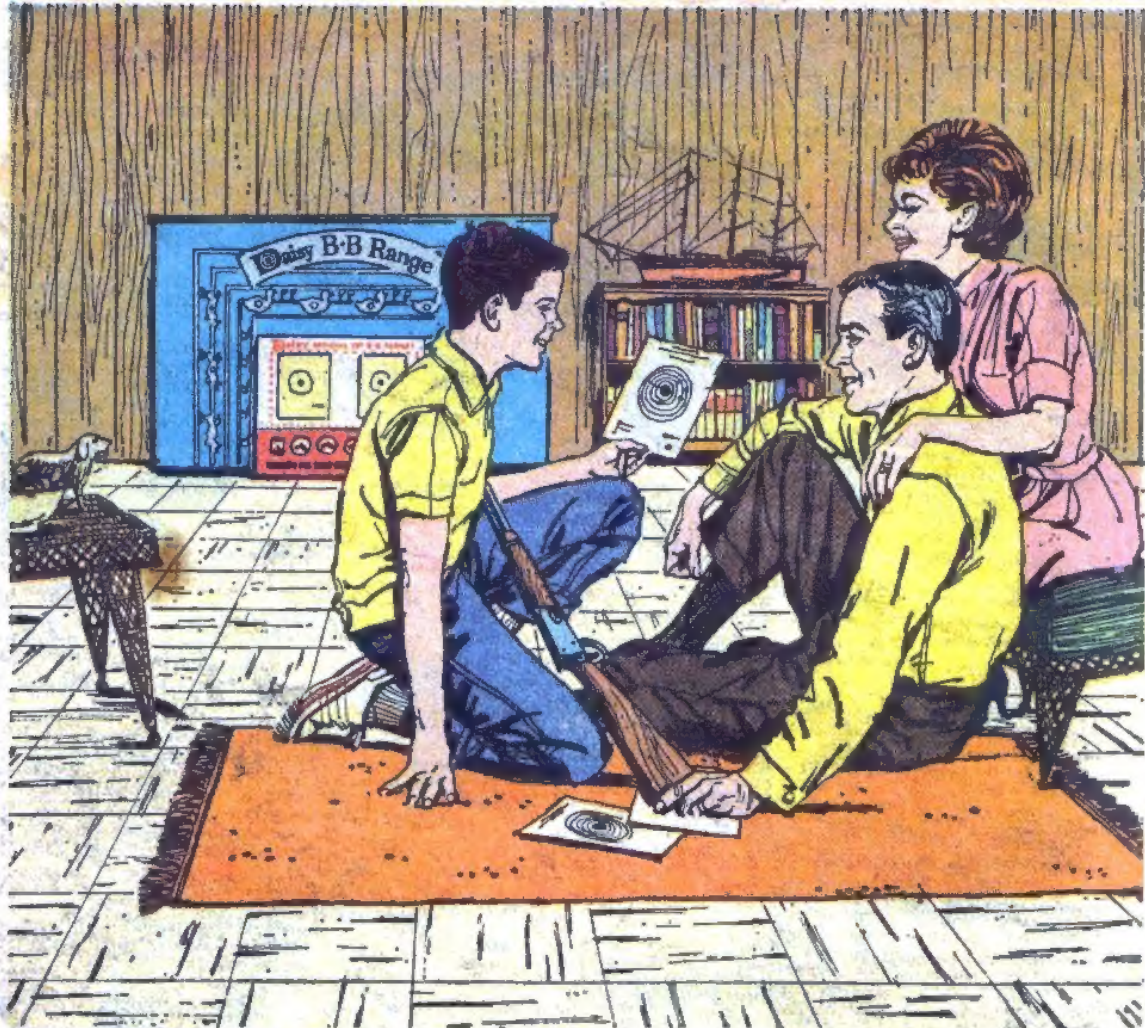
WE'RE FIGHTING OVER THAT!

EXHAUSTED, BEATEN AND BOWED, YOU CRUMBLE IN A HEAP!

THAT'S A PRETTY CRUMBLY HEAP ALL RIGHT!







Team up with Dad for B-B gun fun indoors!

The DAISY B-B Range is for dads and sons who like to do things together. It brings B-B gun fun indoors... gives you a place to shoot. You'll also learn proper gun handling and safety, and Dad's right there. To start your shooting fun right away, order your DAISY B-B Range today.

SEND FOR YOUR DAISY B-B RANGE TODAY. Includes 3' x 5' blue and white canvas backdrop with metal supporting rod; colorful red and white target box (24" x 20" x 8") with canvas "B-B Catcher"; 40 official targets.

Daisy
B-B GUN DIVISION



DAISY MODEL 1894 B-B GUN

"SPITTIN' IMAGE" of the famous Model 94 Winchester, \$12.98 at your sporting goods store. Other DAISY B-B guns from \$5.98 to \$17.95.



NEW DAISY B-B SIX-GUN

"SPITTIN' IMAGE" of the famous Frontier Peacemaker, \$5.98

Always ask for BULLSEYE® brand B-Bs. From DAISY... world's largest manufacturer of B-Bs!

ORDER BLANK

DAISY MANUFACTURING COMPANY
B-B Gun Division
Box 73-P, Rogers, Arkansas
(in Canada... Preston, Ontario)

Please send me the new DAISY B-B Range. My check or money order for \$4.98 is enclosed.

Name _____ Age _____

Address _____

City _____ Zone _____ State _____

Only \$4.98 (Verified value \$9.98)



Nationally Famous PRIZES

AT NO COST TO YOU!
OR A BIG 50¢ PROFIT
FOR EACH BOX YOU SELL

IT'S EASY TO SELL
OUR BEAUTIFUL CARDS
FOR ONLY
\$1.25 PER BOX

JOIN THE ORIGINAL J.S.C.A. Get Your Prizes this Fast Easy Way!

It's easy to earn these valuable prizes when you become a member of Junior Sales Club. Cards are sent to you on credit. **YOU DO NOT PAY IN ADVANCE!** Selling these lovely All Occasion Cards or sensational new Christmas Cards is amazingly easy. You sell each box of 21 beautiful cards for the low price of only \$1.25. All your friends, relatives and neighbors will be delighted with such fine cards at such a reasonable price. Many members have earned a prize in only a few hours. **IF YOU WISH, YOU MAY KEEP AS YOUR PRIZE, 50¢ FOR EACH BOX YOU SELL.** The first thing to do is pick out the prize you want. Then simply fill out the coupon with your name and address and mail it in. We will immediately send you 12 boxes of cards. (If prize requires more than 12 boxes, start off with 12 boxes.) We send your cards on credit because we trust you. You have 30 days to sell your cards. All we ask is that you return prepaid by Parcel Post only boxes you cannot sell within 30 days, keeping 50¢ for each box you do sell. That's all there is to it! The J.S.C.A. Club Plan is quick and easy! **MAIL YOUR COUPON NOW!**

NO MONEY TO SEND... NO MONEY TO SPEND



MAIL THIS COUPON NOW!

JUNIOR SALES CLUB OF AMERICA
SPRINGFIELD 1, MASS. DEPT. AC-6

Enroll me as a member of the J.S.C.A. and send me AT ONCE FREE Membership Card, FREE Prize Catalog, complete details on how to get valuable prizes plus a supply of 12 boxes to sell as checked below:

☐ ALL OCCASION CARDS ☐ CHRISTMAS CARDS

You must indicate whether you want Christmas or All Occasion Cards. WE CANNOT send both.

MY NAME _____
Print Clearly

ADDRESS _____

CITY _____ ZONE _____ STATE _____

PARENT'S SIGNATURE _____

Junior Sales Club of America
SPRINGFIELD 1, MASS.

WIN!

IN THE "BENDIX AUTOMATIC" BICYCLE BRAKE

CONTEST



1001 PRIZES



1st Prize

ONE-WEEK, EXPENSE-PAID
TRIP FOR FOUR TO

DISNEYLAND



VIA  **UNITED DC-8 JET**
MAINLINER

THE EXTRA CARE AIRLINE

Win a full week of fun for you and your family! • Transportation, hotel, and meals • Plus \$3,000 bonus, if you qualify!



2nd through 11th Prizes

10 GENERAL ELECTRIC

PORTABLE TV SETS!

Plus \$100 bonus if you qualify!



70 GENERAL ELECTRIC TRANSISTOR RADIOS!



140 KODAK FLASH CAMERA SETS!



280

ETCH-A-SKETCH DRAWING BOARDS!



500

RAY-O-VAC MAGNETIC FLASHLIGHTS!

PLUS
\$2,000
IN CASH BONUSES!

Bonuses go to any winners of the first eleven prizes who own a bicycle with a Bendix® Automatic Gear Shift and Power Brake at the close of the contest! 1st prize bonus—\$1,000! 2nd through 11th prize bonuses—\$100 each!

CLUES To help you win. See your dealer for a demonstration. He'll show you how the Bendix Automatic shifts gears by merely back-pedaling 3" . . . why there are no hand controls or cables to kink or break . . . why hill climbing is a cinch . . . how you shift gears and still keep both hands on the handle bars for complete safety. Look for the 3 red bands that tell you it's the long-lasting Bendix Automatic. Ask Mom or Dad to help you with your entry.

RULES 1. Use the entry blank below, an official entry blank obtained from a bicycle dealer, or a separate sheet of paper, and PRINT in 25 words or less the ending to the following sentence: "The Bendix Automatic Gear Shift and Power Brake makes a bike more fun because. . ."

2. Any boy or girl can enter this contest who has not reached his or her 15th birthday before September 1, 1963.

3. Entries will be judged for neatness, originality and aptness of thought by panel of judges selected by R. L. Polk & Co. Judges' decision will be final.

4. Employees of The Bendix Corporation, its advertising agencies and R. L. Polk & Co. and their families are not eligible for entry. The contest is void outside the United States and in Wisconsin and Missouri or where prohibited, taxed or restricted.

5. All entries become the property of The Bendix Corporation and none will be returned. No correspondence can be entered into concerning entries.

6. Entries must be post-marked no later than August 31, 1963 and received no later than September 9, 1963. Address your entry to: "Bendix Automatic" Bicycle Brake Contest, P.O. Box 810, Chicago 77, Illinois.

7. In case of ties, each contestant involved in the tie will be sent a special tie breaker requirement to fulfill and return within a specified time limit.

8. Winners will be notified by mail by September 30, 1963.

9. The first prize winner will receive an extra \$1,000 bonus in addition to the Disneyland Trip and the next 10 winners will receive \$100 each in addition to a TV if by the close of the contest they have a Bendix Automatic Gear Shift and Power Brake on their bicycle.

"BENDIX AUTOMATIC" BICYCLE BRAKE CONTEST P.O. BOX 810 CHICAGO 77, ILLINOIS

"The Bendix Automatic Gear Shift and Power Brake makes a bike more fun because _____

NAME _____ ADDRESS _____

CITY _____ STATE _____ AGE _____

CREDITS

Jughead Stories

ART: Samm Schwartz

“A Loan and Blue” (and probably “Super Jug) written by:
Frank Doyle

Li'l Jinx

Written and drawn by: Joe Edwards